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September 11, 2018

Laurie Sallarulo
President
Junior Achievement of South Florida, Inc.
1130 Coconut Creek Blvd.
Coconut Creek, FL 33066

Re: Retainer Agreement with Southern Strategy Group

Dear Ms. Sallarulo:

Thank you very much for your continued interest in Southern Strategy Group. We appreciate the opportunity to provide lobbying services to Junior Achievement of Florida Foundation (Junior Achievement) in Tallahassee. Southern Strategy Group is committed to providing the highest level of service in furtherance of your goals. This agreement will describe the terms under which that representation will occur.

You have asked that we represent Junior Achievement before the executive and legislative branches of Florida Government on the following issues:

- Identify, review, and provide an analysis of any legislation that may impact JA Florida's priorities.
- Track and report on any bills identified as pertinent to JA and develop a strategy for support, opposition, or amending of any legislation that may impact/benefit JA.
- Develop an overall strategy to train key representatives of JA on how to work with legislators, House and Senate leadership, and the Executive Branch to ensure their understanding of JA's mission and its value to Floridians. Assist in identifying opportunities for these JA representatives to appear and testify before the legislature.
- Develop a strategy/timeline for cultivation and stewardship of key representatives around the state to expand awareness and need for JA programs/funding, including prior to funding request.
- Work to identify and secure key legislatures as sponsors of JA funding appropriation. Provide a plan on advocacy for the JA appropriation, working with the Governor's office, sponsors, leadership and various committees to manage obstacles/challenges, remove roadblocks and help gain approval.
- Coordinate appointments and meetings between JA representatives and appropriate state officials and legislators.

In addition, as part of our scope of service, Southern Strategy Group will provide ancillary services such as electronically forwarding to you on a daily basis relevant newspaper articles, analyses, and important governmental announcements.

The entire team of Southern Strategy Group's lobbyists in Tallahassee will be available to advance Junior Achievement's interests. You may wish to review in detail the qualifications of the team at www.sostrategy.com. However, in order to ensure that your needs are efficiently and fully addressed, I will be the primary contact for this representation. If I should ever be unavailable, I would encourage you to contact Allyce Heflin. Our contact information is reflected on the attached sheet.

In exchange for these services, Junior Achievement has agreed to pay Southern Strategy Group, \$55,000 annually beginning October 1, 2018. Southern Strategy Group will send an invoice on the first of each month for the current month's services and payment is due by the end of each month. All payments should be

remitted to P.O. Box 10570, Tallahassee, FL 32302. This agreement will terminate on September 30, 2019. Costs directly attributable to the performance of this work will be billed in addition to the monthly retainer, and these costs may include travel and other expenses incurred on Junior Achievement's behalf. No monthly costs that in the aggregate exceed \$500 will be incurred without your prior approval.

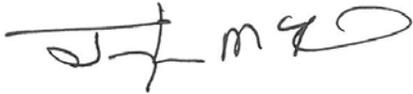
Also, by signing below, you agree that you will complete any forms necessary to comply with lobbyist registration requirements under Florida law that may arise as a result of our representation of Junior Achievement during the term of this contract or after its termination should reporting periods overlap.

Please be aware that Florida has a lobbying fee disclosure law that requires quarterly disclosure of fees. Please review the attached fee disclosure form to fully understand this regulatory requirement and ensure that you agree with the information we will be submitting to comply with it.

It should also be noted that Southern Strategy Group has affiliated offices in other states and within the state of Florida. Southern Strategy Group has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients in which Southern Strategy Group represents. You have retained Southern Strategy Group for representation in Tallahassee, and we know of no conflicts with our current clients. In order to ensure the candor and trust in our relationship that forms the basis of effective representation, it is the policy of Southern Strategy Group to keep confidential within each office all information about your business interests and strategies.

I believe the above reflects our understanding. If it does, please sign this agreement and return with the completed client information and lobbyist registration forms, which are enclosed. I appreciate your attention to this matter and look forward to working with you. Please never hesitate to contact me if we can assist Junior Achievement in any way.

Sincerely,



Jerry McDaniel
Enclosures



09.18.18

For Junior Achievement of Florida Foundation

Date