

THE POLLAK LAW FIRM
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September 22, 2009

The Honorable Maria D. Rodriguez
Village President
3110 Old McHenry Road
Long Grove, IL 60047 - 9623

Dear President Rodriguez:

It was a pleasure meeting you yesterday. It was also alarming learning about the difficulties the village was having with the Illinois EPA. We believe the Pollak Law Firm can assist the village in obtaining approval of the \$4.9 million grant from the IEPA from stimulus funds to finance the deep well project. We believe our qualifications dovetail well with the skills and experience required to meet the challenges of working with you to craft and implement a strategic lobbying program to obtain the grant.

Goals of the Engagement

It is always our practice to work collegially with our clients so that our individual strengths are bonded into the strongest possible form. With that in mind, we create strategic plans that include all elements that can be brought to bear on obtaining the grant, such as:

- Develop and implement an immediate, strategic plan to marshal all of the resources available to the village to put pressure on the IEPA to obtain the grant.
- Advise the village on its positioning with respect to state government officials of the executive and legislative branches. We seek to propose ways in which the village can build rapport with its natural constituencies as well as reach out to foster relationships with new individuals and groups.

SCOPE OF WORK TO BE PERFORMED

Legislative Advocacy

Legislative advocacy encompasses many functions and purposes.

- **Strategic Planning** The quintessential preparatory task of legislative advocacy is to conceive a strategic plan. Like a budget, a strategic plan will need to be adjusted and modified as the project progresses, but the village cannot be well represented without such a plan. We view our relationship with the village as a partnership; we want to work collaboratively at every stage of the process to ensure our ultimate success.
- **Legislative Funding** The goal is to seek the grant from the IEPA which will finance the deep well to provide water for the downtown and other areas.
- **Seeking Champions within the House and Senate** It is very important to have “champions” in both houses. These are individual members who are acutely tuned in to the issues of greatest concern to the village, and who are always our additional eyes and ears. Often, these are key committee chairs, spokespersons, members of leadership or staff. Champions will be sought among every group in the General Assembly. We want them to come from both parties, as well as other more informal associations. While it is our intention to create new champions, it is not be our intent to abandon productive relationships already in existence.
- **Educating Staff** We regard the education of staff, as important as educating members of the legislature. Staff often plays the central role in formulating legislative positions, and we do not leave their review of proposals to chance.
- **Educating Members** We spend a great deal of time working with individual members, focusing first on leadership and key committee chairs and members to inform them in advance of our positions.
- **Constitutional Officers** We always seek to enlist the support of the Governor and any other State Officer whose efforts will enhance our ability to reach the village’s goals. A well informed Chief of Staff and Deputy Chiefs-of-Staff and their deputies, and legislative staffs – is an asset to the village’s efforts.

- **Action Reporting** During the process, we will report regularly to the designated village officials.
- **Attend Board and Other Meetings** We welcome opportunities to attend board, and other meetings as desired, with one exception. When the General Assembly is in session, we remain on the firing line. In such cases, we may only be able to “attend” via conference phone to give a report.

Compensation

The Pollak Law Firm is customarily compensated with an annual retainer. However, for this engagement, we would be prepared to limit our retainer to \$3,000 per month on a month to month basis. At any time the village could cancel this agreement on 30 days prior notice. While we would start work and the contract would begin immediately, we would start invoicing October 1, 2009. We do not typically seek reimbursement for telephone expenses, copying, or other administrative or office services or travel to Springfield while the legislature is in session. We do seek reimbursement overnight deliveries and for travel associated with visits to meetings when the legislature is not in session, typically mileage, overnight accommodations if necessary, and meals. All expenses are itemized by date and purpose.

We also seek reimbursement of expenses necessitated by good will entertaining of elected and appointed officials. When presenting requests for reimbursement, the entertained person’s name and affiliation and date of meal will be noted.

Conflict of Interest

Appended is a list of clientele, all current and others representative of our practice. We do not believe we have any clients that would put us in a conflict of interest with the village of Long Grove.

Conclusion

We are not wizards with magic wands; we are highly competent, well organized, thorough, successful, respected professional lobbyists with roots in both the Democrat and Republican parties. We want to maximize the latent strength of your organization, combine it with our skills, knowledge, expertise and relationships, to achieve the goals you establish. We always err on the side of candor, we paint the real picture, and not

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one the client wishes were real. We work tirelessly for our clients; we subscribe to Churchill's dicta: never, never, never give up. Success is a product of many things in the government relations arena, and we believe that success is best achieved through a partnership between the client and their lobbyists.

Sincerely yours,

THE POLLAK LAW FIRM.

Michael E .

Pollak

By Michael E. Pollak

CURRENT CLIENTS OF THE POLLAK LAW FIRM OR GLAUBERMAN & POLLAK

CORPORATE

Lafarge North American, Inc.

Liberty Healthcare Corp.

ASSOCIATIONS

American Academy of Pediatrics, Illinois Chapter

Cooperative For Chemical Safety

Illinois Chapter, American Society of Landscape Architects

Marijuana Policy Project (Medical Marijuana)

GOVERNMENTS AND GOVERNMENT AGENCIES

Illinois Human Rights Commission

Village of Skokie

MUSEUMS

Adler Planetarium & Space Museum

Holocaust Museum & Education Center

NOT-FOR-PROFITS

American Diabetes Association

Anixter Center

Big Brothers Big Sisters of Illinois

Citizens Utility Board

Equality Illinois

Lead Safe Illinois

North Shore Senior Center

Goodman Theatre

Writers' Theatre