



THE Perkins COMPANY

FEDERAL, STATE & LOCAL PUBLIC AFFAIRS



Nevada State Board of Massage Therapy

The Perkins Company
631 North Stephanie Street
Suite 202
Henderson, Nevada 89014



THE Perkins COMPANY

FEDERAL, STATE & LOCAL PUBLIC AFFAIRS

Our Mission

We are dedicated to helping our clients navigate Government's rocky waters, advocating for our clients' issues ethically and responsibly.

Firm Profile

Honesty, Respect & Determination

Since 2008, the Perkins Company has represented and advocated for clients at all levels of government. Regardless of strategy, the best representation is based on the same core principles: **honesty, respect and determination**. Whether shepherding a bill through the legislature, building coalitions around a client's goals or just keeping an eye on that political atmosphere, the Perkins Company will bring these principles to the table each and every time.

Honesty in all our dealings is paramount. While we obviously protect all of our clients' privileged information, the key to anybody's legitimacy in a negotiation is that their word can be trusted. We have worked tirelessly to build and maintain trust-based relationships with lawmakers, regulators and our colleagues to ensure we can be effective for our clients.

This honesty extends to conflicts of interest. We work diligently before taking on a new client to deal with any potential conflicts before they arise.

In the last decade, lobbyists have gotten a bad rap and – in many cases – rightfully so. Citizens have been confronted by stories of hubris amongst the lobby corps, nationally and locally. It is clear that, somewhere along the line, some people in this business lost respect for the institutions it is their job to lobby. At The Perkins Company we stress this respect for institutions, its members and the other people with whom we interact as a cornerstone of our business.

Honesty and respect on their own are next to meaningless without the determination to service our clients and get the work done. The Perkins Company is ready and equipped to do the research, build the coalitions and conduct the education required to accomplish our clients' goals. Often, Lobbyists have to get up-to-speed on issues affecting a client in short order, or quickly become experts on foreign issues. The Perkins Company is always ready to build our repertoire and put in the hours to accomplish our clients' goals.

As a result of the honesty, respect and determination we bring to the table, clients and lawmakers all turn to the Perkins Company for counsel and education. We take our duty to these individuals seriously, and we look forward the opportunity to demonstrate the quality of work we bring to the table.

Our People

President

Richard D. Perkins

Native Nevadan Richard Perkins spent 14 years in the Nevada Legislature, including 2 years as Democratic Floor Leader, 4 years as Majority Leader, and 6 years as Speaker of the Assembly. With a record for consensus and coalition-building, he is considered a bi-partisan leader and counts his friends in both major parties. In 2006, he chose not to seek re-election to the Legislature and focused on his law enforcement career as the Chief of the Henderson Police Department, a career he retired from after 25 years. As president of the Perkins Company, Richard oversees the quality political and strategic consulting services clients have come to expect.

Perkins' extensive political and law enforcement network reaches all corners of Nevada and all across the country. He is also very involved in the National Speakers' Conference (Past President), the State Legislative Leaders Foundation (past Board Member), the National Conference of State Legislatures, the Council of State Governments, the International Association of Chiefs of Police, and many other political, policy, and law enforcement organizations. He has developed a network of elected and police officials whom he considers friends in other states and on Capitol Hill who include U.S. Senate Majority Leader Harry Reid, the entire Nevada delegation, dozens of other members of Congress, and many Governors, Speakers, and other legislators

For fourteen years, Perkins helped guide Nevada's \$14 billion biennial budget that included more than 425 state agencies. In this time he worked closely with HHS officials to draft budget, build programs and write policy. His relationships with career leaders in HHS and other departments remain to this day. In this time, Perkins also established the Nevada State College, spearheaded K-12 education funding and reforms, provided leadership on energy and water issues and developed expertise in gaming, labor/management, health care, and public lands issues.



Richard Perkins, by the numbers:

- 6 years as Speaker of the Nevada Assembly
- 4 years as majority leader in the Nevada Assembly.
- 2 years as Democratic Floor leader.
- 25 years with the Henderson Police Department, where he retired as Chief of Police.
- 3 children: Ashley, Rikki and Alexander.

Perkins served as the President of the National Speakers Conference in 2005 and still serves on its executive committee. Richard participated with the National Conference of State Legislatures (NCSL) Law and Criminal Justice Committee and Task Force on Homeland Security and Emergency Preparedness. Perkins has been a guest speaker on anti-terrorism, criminal justice and many other topics for the NCSL, State Government Affairs Council (SCAC), and the Council of State Governments (CSG). In 2004, Perkins was invited as a guest lecturer at an international anti-terrorism conference in Gdansk, Poland.



After a distinguished career in the ranks, Perkins became the Police Chief for Nevada's second largest city in April of 2006. Throughout his career, he was recognized for his work with crime victims and in 1991 was honored by the Clark County District Attorney and the Nevada Attorney General. Perkins attended the 183rd Session of the FBI National Academy in 1995, and is active in the Nevada Sheriffs and Chiefs Association (NSCA) and the International Association of Chiefs of Police (IACP).

Richard Perkins, in his own words

When times are tough, it's important to have quality representation. I look forward to working with you to ensure you meet your goals.

Perkins is proud to serve our clients as President and chief lobbyist for the Perkins Company. From current clients like Newmont Mining or the City of Henderson or former clients like the Building Trades Council or Diageo Liquor, Perkins has brought his all to the lobbying arena. Politics is about relationships, integrity, and credibility and Richard Perkins brings all three to the table. In a fast-paced environment where many situations can be handled with a phone call, it's difficult to imagine a circumstance in which he wouldn't know who to contact.

Richard is the proud father of five children. Privately, he enjoys hunting, fishing, reading, traveling and competitive sports. Perkins holds two degrees – one in Criminal Justice, one in Political Science – from the University of Nevada, Las Vegas. Perkins is a Council of State Governments Toll Fellow, an American Swiss Foundation Young Political Leader, a Leadership Las Vegas graduate, an attendee of the John F. Kennedy School of Government at Harvard University and is listed in Who's Who in American Politics. Chief Perkins also serves on the Board of Directors for Paramount Bank of Nevada, Opportunity Village and several other non-profit boards and committees.

Our People

Client Services Manager

Brian S. Evans

Brian Evans first joined The Perkins Company in the 2013 Legislative Session as an administrative assistant. Brian brought a background of dedication, hard work and motivation that helped him grow in the legislative process. Brian returned for the 2015 Legislative Session as a lobbyist, taking on a more significant role within The Perkins Company. Brian helped with efforts on behalf of various clients ranging from issues in healthcare, education, local government, energy and gaming. Brian lobbied on key bills that enacted laws in areas of tort reform, network adequacy, telehealth, Medicaid and insurance, HOA's, taxes and local government control. Brian later worked for the Nevada State Medical Association developing a further understanding of healthcare issues before re-joining The Perkins Company full time as a client service manager.



Brian was born and raised in Northern Nevada where he attended Galena High School in Reno. Brian later went on to earn his Baccalaureate degree in Business Administration from Grand Canyon University in Phoenix, AZ, where he also played on the baseball team all 4 years. During his college years, Brian took many classes in history and political science that developed a strong interest in U.S. history as well as Federal and State law. This ultimately served Brian well when he joined The Perkins Company.

Our People

Director of Strategic Communications

Mari Nakashima

Mari Nakashima specializes in brand development, crisis communications, and issues management. She has worked in the political and public policy arena at the state and national level for more than a decade. Most recently she served as the Communications Director for Nevada Governor Brian Sandoval. In that capacity she managed all media relations, expanded the governor's online and social media presence, served as his primary speech writer, and worked to help build and strengthen the "new Nevada" brand as envisioned by Governor Sandoval and his administration



During her time with the Sandoval administration, Mari led the planning and execution of major media events. Most notably her work supporting three special legislative sessions resulted in Tesla, the NFL Raider franchise and other significant businesses locating in Nevada. In addition, funds to expand the Las Vegas Convention and Visitors Authority and provide significant new resources for the hiring of more police officers in Southern Nevada were established.

Mari also regularly coordinated with federal, state, local, non-profit, and community partners to effectively communicate both the governor's and state of Nevada's message or priorities. In 2015, she was given the unique opportunity to manage the 2015 Inauguration Ceremony including building the program and statewide media presence. Mari's experience also includes working with the governor and his team in drafting and refining two State of the State addresses and producing the event.

Prior to state service, Mari worked in the private sector for a local marketing and public relations company where she served as the account representative for both public and private clients. Her experience also includes service in the offices of Congressman Joe Heck, Congressman Dean Heller who now serves as Nevada's Senior Senator, and the Republican National Committee. She is a native Nevadan, proud graduate of the University of Nevada, Las Vegas and mother of two daughters, Darla and Scarlett.

Our People

Policy Director

Leo Drozdoff

Leo Drozdoff is a national and state leader in the fields of environmental protection, energy and health care. He has been heralded by Governors, Senators, Congressmen and Legislators of both parties as an effective and pragmatic leader. He has been judged by business leaders, local government officials, NGOs and tribes as a consensus builder who delivers results. His most recent public sector experience includes serving as Director of Nevada's Department of Conservation and Natural Resources (DCNR) and as Chairman of Nevada's Public Employee Benefit Program Board (PEBP). As the most senior member of Governor Brian Sandoval's Cabinet upon his retirement in 2016, Leo directed an agency with a \$160 Million operating budget which consisted of over 900 employees. Major agencies within the Department are: Environmental Protection, Water Resources (State Engineer), Forestry, State Parks, State Lands and Historic Preservation (SHPO).



As the DCNR Director, Leo was responsible for the development and implementation of policy and leading staff to meet executive and legislative goals for the betterment of the citizens of Nevada. In this capacity, Leo negotiated Lake Tahoe legislation that resulted in a bi-State regional plan which included matching legislation in Nevada and California, negotiated a management and financial commitment agreement between the State of the Nevada and the Department of Energy (that agreement was signed by Governor Brian Sandoval and Energy Secretary Ernest Moniz), secured a \$1.1 Billion judgement while working with the Department of Justice and EPA to ensure the clean-up of perchlorate in Southern Nevada and the Colorado River System, and led a government streamlining project that resulted in returning DCNR to 2005 spending levels, a reduction of full time employees and the elimination of over 20 outdated regulations, among other accomplishments.

As Chairman of the PEBP Board from 2011 until 2016, Leo and the Board provided direction and oversight to an executive agency that provides health insurance and other benefits to 30,000 public employees, retirees and their families. Under his leadership and facing insolvency and unprecedented losses during the Great Recession, the Board fundamentally transformed the program to a high deductible health plan with health savings accounts, giving public employees greater choice and predictability in their health care decisions as well as the ability to save money tax free for many years, maintained a less than 1% yearly cost increase of the health plans over a four year period while national medical inflation rose more than 40%, and he also led the Board's efforts to successfully integrate the requirements of the Affordable Care Act into the Nevada program.

In addition to serving as Director of DCNR and Chairman of the PEBP Board, Leo has 30 years of highly recognized experience in the public and private sectors. He holds a BS in Civil Engineering from Bucknell University and an MBA with a management focus from the University of Nevada. He is a licensed civil engineer in the State of Nevada

Our People

Mike Willden

Mike Willden is a national public health, education, state budget and governmental policy expert. Mike retired in January, 2019 following an impressive 45-year career in Nevada state government. Mike's public career included more than four decades of service within the Department of Health and Human Service, including 13 years as the Director, a gubernatorial appointment which spanned three different governors, finishing in 2014. Mike ended his state service employed as former Governor Brian Sandoval's Chief of Staff, a position he held for nearly five years.



For 25 years, Mike worked in the state's Welfare Administration Division, beginning as a case worker and taking on a number of positions until becoming the state Welfare Administrator. In this capacity, Mike managed the Division of Welfare and Supportive services and multiple agencies which are now housed with the Divisions of Child and Family Services and Aging and Disability Services. In 2001, Mike was appointed the Director of the Nevada Department of Health and Human Services by then-Governor Kenny Guinn. Governors Jim Gibbons and Brian Sandoval reappointed him to that position when they were elected in 2007 and 2011, respectively.

While the head of DHHS, Mike oversaw the state's expansion of Medicaid under the Affordable Care Act in 2013. Mike was an influential voice in Governor Sandoval's decision to opt-in to the Medicaid expansion, marking the first Republican administration in the nation to do so. As part of this implementation, more than 250,000 Nevadans were granted access to Medicaid which cut the state's uninsured rate in half.

As the Governor's Chief of Staff, Mike led the executive staff and cabinet through two regular legislative sessions and two special sessions. In Mike's final 2 years serving as Chief of Staff, he helped put together a \$8.1 billion General Fund state budget that marked the highest in Nevada history. During his tenure in the top executive office, Nevada experienced dynamic population growth driven by the state's aggressive economic development policies. Mike personally worked with members of the Nevada-Supreme Court in securing a technical grant from the Justice Center of the Council of State Governments to support a Commission that analyzed the state's juvenile justice system. The final recommendations yielded a united legislative effort by all three branches of government to better protect public safety and improve outcomes for youth in our juvenile justice system by making the system more effective and cost-efficient. Mike also spearheaded the statewide effort to combat the national opioid epidemic. Nevada's four prong approach to tackling this crisis, which claimed the life of one Nevadan every day, was heralded as one of the nation's most comprehensive and progressive policies in the ongoing battle against prescription drug abuse.

Mike hails from Lincoln County, Nevada and is a proud native of the Silver State. He serves on the Board of Directors for Easter Seals, a non-profit which serves Nevadans living with disabilities. He currently resides in northern Nevada with his wife and youngest daughter and enjoys spending time outdoors with his family.

Confidential Proposal

Qualifications, background, and experience

Richard Perkins is the lead lobbyist for The Perkins Company. His experience in legislative matters, and particularly health care matters, extends back to his freshman legislative session in 1993. In his capacity as a lawmaker, and later as a legislative leader, Richard assisted in crafting health care policy in Nevada as a legislator for fourteen years and has operated on the government relations side for eight years. He has had great success in guiding and rebranding clients. As a trusted former colleague and a respected member of the lobby corps, Richard's counsel is frequently sought by elected officials when faced with making decisions on various policy proposals.

Brian Evans has been a contributing member of The Perkins Company for three legislative sessions, a total of six years. During that time, he also spent several months reporting directly to the Nevada State Medical Association. Brian's grasp of health care issues, as well as his relationships with legislative and executive branch staff responsible for health care policy, is significant.

Mari Nakashima brings her public relations, media, and communications skills to bear for clients in a unique way. Her grasp of messaging as it influences politics is unmatched. Having spent years working for Governor Brian Sandoval handling the 24/7 media and communications cycles brings a significant advantage to our clients and positions them for success.

Leo Drozdoff is a highly respected leader in public policy in Nevada. He brings a great deal of credibility and knowledge to bear for our clients. Having served on Governor Sandoval's Cabinet and provided common sense solutions to various sectors of state government, Leo has earned the trust of those in the Executive and Legislative Branches of Nevada government.

Mike Willden joins The Perkins Company following a 45-year career in Nevada State service. Most recently, Mike served nearly five years as Chief of Staff for former Governor Brian Sandoval. Prior to being Chief of Staff, he served for 13 years as the Director of Health and Human Services, the largest state agency, and was appointed as DHHS Director by three Governors. Mike has taken part in every Legislative Session since 1981, preparing budgets and testifying on HHS issues.

The Perkins Company prides itself on its dedication to clients and reputation for being among the hardest working lobby firms in Carson City – no one will better serve their clients or have better access to decision-makers. We prefer to work behind the scenes, building coalitions with like-minded groups, leaving nothing to chance. Once the groundwork has been laid, Richard uses his profile as the former Speaker of the Assembly, his relationships with leadership, and his knowledge of the process to ensure his clients maintain a distinct advantage.

Re-statement of the issues

The Nevada State Board of Massage Therapy was established in 2005 by the Nevada Legislature through the passage of Assembly Bill 250. The Board is self-sustaining via fees collected from licensees and does not receive funds from the State General Fund. The purpose of the Board is to license and regulate the practice of massage therapy and to protect the public health and safety by ensuring that only qualified licensees engage in these practices. The Board provides oversight through the licensing process, through education, and disciplinary investigations.

Given the challenges in the massage therapy industry that have been reported in recent years, the Board has taken many steps to ensure that the highest standards in the massage therapy industry are adhered to. To that end, the Board will pursue legislation in the 2021 legislative session to tighten up their establishment certificate to address human trafficking in addition to hygiene standards. The Board also wishes to add a jurisprudence examination for licensees.

The Perkins Company is well equipped to represent the Nevada State Board of Massage Therapy in pursuit of these goals. We have team members at both ends of the state which reduces travel costs and our experience in all levels of government, including regulatory boards and budgeting, is unsurpassed. We will also provide strategic advice when requested and will represent the Board in government relations matters including those at the legislative level, including interim legislative meetings, and those involving executive branch agencies and the Governor's office. We will assist in building a coalition to ensure passage of your legislative priorities and gather intelligence from our sources regarding anything that might affect the Board. In addition, we will monitor all bills in an effort to identify those deemed harmful to the Board's mission.

The Perkins Company employs a number of strategies to accomplish client goals. The primary factors in determining which strategies are best include consideration of the client's stated goals, the client's culture, and the client's infrastructure – as such, The Perkins Company may be more aggressive in some settings, or more reserved, depending on the legislative or regulatory environment and what is required to achieve the best possible outcomes. The Perkins Company is well-equipped to execute any strategy necessary to accomplish the goals of the client, understanding that preservation of the client's reputation and agenda are keys to long-term success. It is also important to understand that many policy changes occur over more than one Legislative Session.

Although the biennial Legislative Session garners the most attention in the media and occupational licensing community, the most successful legislative strategies are grounded in work performed during the interim period between Legislative Sessions. During this period is when key relationships are built and maintained, legislative champions are identified, individuals are educated, and other financial/educational support is strategically exercised in order to set the stage for success in the Legislative Session.

Our team members are embedded in the political and policy landscapes in Nevada. We share your team's understanding that a combined strategy of community outreach, and education, are crucial components in effectuating public policy change. We know that we can raise those efforts to a higher level with our knowledge of the key players and an understanding of Nevada's dynamic culture. Additionally, a crucial role in changing policies and effecting change includes the day to day monitoring of related issues and lobbying of legislation. Our experience is unsurpassed and can

identify those who are truly supportive of your goals and others who may be insincere in their support. We can also identify the motives of the players and identify why some may choose to oppose our efforts or disengage instead of supporting the policies the Nevada State Board of Massage Therapy advocates for.

We would be pleased to contract with the Nevada State Board of Massage Therapy to deal with the aforementioned issues and others that might arise. Our fees are always customized to the client based upon scope of work and workload. We only work with companies and organizations we believe in and it would be an honor to represent the Nevada State Board of Massage Therapy.

Cost and Fees

The Perkins Company will provide comprehensive government relations services beginning January 1, 2023, and concluding, unless otherwise extended by future agreement, December 31, 2024. The fees for those services will be \$5000 per month. Expenses incurred as a result of these efforts will also be billed but are expected to be minimal.