

## Helle, Jonathan

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**From:** Nelson Diaz <diaz@thesouthern.com>  
**Sent:** Friday, September 29, 2023 9:15 AM  
**To:** Rebecca Murphy  
**Subject:** FW: Contract Renewal

Nelson Diaz  
Managing Partner, Miami  
The Southern Group

**T:** 305.421.6304  
**C:** 305.490.3414  
**E:** [diaz@thesouthern.com](mailto:diaz@thesouthern.com)  
**W:** <https://thesouthern.com>  
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**From:** Andy Berns <aberns@southwestranches.org>  
**Date:** Friday, September 29, 2023 at 9:09 AM  
**To:** Nelson Diaz <diaz@thesouthern.com>  
**Cc:** Russell Muniz <rmuniz@southwestranches.org>  
**Subject:** Contract Renewal

Nelson-  
Just to confirm, the Town of Southwest Ranches is looking forward to another year of working with The Southern Group for the upcoming 2023 - 2024 legislative session under the same contract terms.

Thank you,

**-AB**  
Andy Berns  
*Town Administrator,  
Town of Southwest Ranches  
13400 Griffin Road  
Southwest Ranches, FL 33330  
954.434.0008*

Please note that Florida has a broad public records law. All correspondence via email may be subject to disclosure.

## Helle, Jonathan

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**From:** Rebecca Murphy <murphy@thesoutherngroup.com>  
**Sent:** Friday, September 29, 2023 10:09 AM  
**To:** Helle, Jonathan  
**Subject:** The Southern Group - Town of Southwest Ranches  
**Attachments:** FW: Contract Renewal

**EXTERNAL EMAIL:** This email originated from outside of the Legislature. USE CAUTION when clicking links or opening attachments unless you recognize the sender and know the content is safe.

Attached is email communication confirming The Southern Group will represent the Town of Southwest Ranches during the 2023-2024 legislative session. Effective November 1, 2023 to October 31, 2024, for \$4,000/mo.

Rebecca Murphy  
The Southern Group

**T:** 813.563.4100

**C:** 352.279.3984

**E:** [murphy@thesoutherngroup.com](mailto:murphy@thesoutherngroup.com)

**W:** <https://thesoutherngroup.com>

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## Helle, Jonathan

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**From:** Rebecca Murphy <murphy@thesoutherngroup.com>  
**Sent:** Friday, February 17, 2023 12:35 PM  
**To:** Helle, Jonathan  
**Subject:** The Southern Group - Town of Southwest Ranches  
**Attachments:** Fwd: [EXTERNAL] FW: Contract ending 10/31 - Town of Southwest Ranches

**EXTERNAL EMAIL:** This email originated from outside of the Legislature. USE CAUTION when clicking links or opening attachments unless you recognize the sender and know the content is safe.

Attached is email communication between The Southern Group and Town of Southwest Ranches to proceed for another year, November 1, 2022 to October 31, 2023, at \$4,000/month.

Rebecca Murphy  
The Southern Group

**T:** 813.563.4100

**C:** 352.279.3984

**E:** [murphy@thesoutherngroup.com](mailto:murphy@thesoutherngroup.com)

**W:** <https://thesoutherngroup.com>

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## Helle, Jonathan

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**From:** Nelson Diaz <diaz@thesoutherngroup.com>  
**Sent:** Friday, September 23, 2022 10:07 AM  
**To:** Rebecca Murphy; Accounting Department  
**Subject:** Fwd: [EXTERNAL] FW: Contract ending 10/31 - Town of Southwest Ranches

Southwest Ranches renewal. Same terms

Nelson Diaz  
Managing Partner, Miami  
The Southern Group

**T:** [305.421.6304](tel:305.421.6304)

**C:** [305.490.3414](tel:305.490.3414)

**E:** [diaz@thesoutherngroup.com](mailto:diaz@thesoutherngroup.com)

**W:** <https://thesoutherngroup.com>

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Begin forwarded message:

**From:** Andy Berns <aberns@southwestranches.org>  
**Date:** September 23, 2022 at 8:47:36 AM EDT  
**To:** Nelson Diaz <diaz@thesoutherngroup.com>  
**Subject:** RE: [EXTERNAL] FW: Contract ending 10/31 - Town of Southwest Ranches

Good morning Nelson,  
I'm pleased to let you know the Council remains supportive of our continued relationship.

We look forward to working with you to prepare for the upcoming legislative session.

**-AB**

Andy Berns  
*Town Administrator,*  
*Town of Southwest Ranches*  
*13400 Griffin Road*  
*Southwest Ranches, FL 33330*  
*954.434.0008*

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**From:** Nelson Diaz <diaz@thesoutherngroup.com>  
**Sent:** Thursday, September 15, 2022 4:29 PM  
**To:** Andy Berns <aberns@southwestranches.org>  
**Subject:** [EXTERNAL] FW: Contract ending 10/31 - Town of Southwest Ranches

This message has originated from an **External Source**. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

Hey Andy, hope all is well. See below. We'll something from the Town in this respect please.

Nelson Diaz  
Managing Partner, Miami  
The Southern Group

T: 305.421.6304

C: 305.490.3414

E: [diaz@thesouthern.com](mailto:diaz@thesouthern.com)

W: <https://thesouthern.com>

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**From:** Rebecca Murphy <[murphy@thesouthern.com](mailto:murphy@thesouthern.com)>

**Date:** Thursday, September 15, 2022 at 3:50 PM

**To:** Nelson Diaz <[diaz@thesouthern.com](mailto:diaz@thesouthern.com)>

**Subject:** Contract ending 10/31 - Town of Southwest Ranches

Hi Nelson,

Will Town of Southwest Ranches be sending another email this year to serve as their renewal?

Rebecca Murphy  
The Southern Group

T: 813.563.4100

C: 352.279.3984

E: [murphy@thesouthern.com](mailto:murphy@thesouthern.com)

W: <https://thesouthern.com>

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**Please note: Town Hall is now open to the public. While we are all still recovering from the COVID-19 pandemic we ask that you observe social distancing practices when visiting Town Hall and the use of facial coverings is requested.**

The Town of Southwest Ranches is proud to partner with the Military Heroes Support Foundation to send care packages to our military troops deployed around the world or their families statewide. Your generous donation is greatly appreciated. Please call Town Hall at (954) 434-0008 for a list of needed goods. Thank you!

Please note that Florida has a broad public records law. All correspondence via email may be subject to disclosure.

## Adria Cavany

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**Subject:** FW: CLIENT RENEWAL: Town of Southwest Ranches

**From:** Andy Berns <[aberns@southwestranches.org](mailto:aberns@southwestranches.org)>

**Date:** October 27, 2020 at 2:23:12 PM EDT

**To:** Nelson Diaz <[diaz@thesouthernngroup.com](mailto:diaz@thesouthernngroup.com)>

**Subject:** Southwest Ranches

Good afternoon Nelson,

I just wanted to touch base and let you know we are looking forward to working with you and your team during the upcoming legislative session.

Thank you for your help in the past, let's be successful again!

**-AB**

Andy Berns

*Town Administrator,*

*Town of Southwest Ranches*

*13400 Griffin Road*

*Southwest Ranches, FL 33330*

*954.434.0008*

**Please note: Our physical offices are closed in response to the COVID-19 situation in order to allow social distancing. All Town services continue, with most being provided in an electronic (virtual) environment. Feel free to contact us at the number provided above or email us and we will do our very best to address your concerns as quickly as possible. While we operate in this virtual environment we ask for your patience and understanding if we are not as responsive to your request as you have become accustomed to.**

The Town of Southwest Ranches is proud to partner with the Military Heroes Support Foundation to send care packages to our military troops deployed in Afghanistan, Ukraine, and Africa or their families statewide. Your generous donation is greatly appreciated. Please call Town Hall at (954) 434-0008 for a list of needed goods. Thank you!

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**From:** Andy Berns <[aberns@southwextranches.org](mailto:aberns@southwextranches.org)>

**Date:** Tuesday, February 12, 2019 at 11:06 AM

**To:** Nelson Diaz <[diaz@sostrategy.com](mailto:diaz@sostrategy.com)>

**Subject:** Southwest Ranches

Nelson,

As per our conversation last night, this email is to confirm the Mayor and Council of Southwest Ranches are looking forward to continuing our relationship with Southern Strategies for Fiscal Year 2019.

Please let me know if you have any questions. Here's to a successful 2019 legislative session!

**-AB**

Andy Berns

*Town Administrator,*

*Town of Southwest Ranches  
13400 Griffin Road  
Southwest Ranches, FL 33330  
954.434.0008*

The Town of Southwest Ranches is proud to partner with the Military Heroes Support Foundation to send care packages to our military troops deployed in Afghanistan, Ukraine, and Africa or their families statewide. Your generous donation is greatly appreciated. Please call Town Hall at 954-434-0008 for a list of needed goods. Thank you!

Please note that Florida has a broad public records law. All correspondence via email may be subject to disclosure.





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October 1, 2016

Andy Berns  
Town Administrator  
Town of Southwest Ranches  
13400 Griffin Road,  
Southwest Ranches, FL 33330

Re: Retainer Agreement with Southern Strategy Group of Miami, LLC

Dear Mr. Berns:

Thank you very much for your interest in Southern Strategy Group of Miami, LLC (SSG). We appreciate the opportunity to provide governmental consulting services to Town of Southwest Ranches in Florida. SSG 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 the Town of Southwest Ranches before the legislative and executive branches of Florida Government on legislative issues and appropriations matters. We will coordinate an action plan in accordance with the direction of the Town Council. In addition, as part of our scope of service, SSG 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 SSG's lobbyists in south Florida will be available to advance the Town of Southwest Ranches' interests. You may wish to review in detail the qualifications of the team at [www.usstrategy.com](http://www.usstrategy.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 Edgar Castro. Our contact information is reflected on the attached sheet.

In exchange for these services, Town of Southwest Ranches has agreed to pay SSG \$3,500 per month beginning October 1, 2016. SSG will send an invoice on the first of each month and payment is due by the end of each month. All payments shall be remitted to P.O. Box 10570, Tallahassee, FL 32302. This agreement will proceed on a month-to-month basis and may be terminated by either party with 30 days written notice. 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 Town of Southwest Ranches during the term of this contract or after its termination should reporting periods overlap.

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[WWW.TXSTRATEGY.COM](http://WWW.TXSTRATEGY.COM)



[WWW.MIDWESTSTRATEGY.COM](http://WWW.MIDWESTSTRATEGY.COM)

It should also be noted that SSG has affiliated offices in other states and within the state of Florida. SSG has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients in which SSG represents at the state level. You have retained SSG for representation in Florida, 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 SSG 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 Town of Southwest Ranches in any way.

Sincerely,



Nelson Diaz

Enclosures

  
\_\_\_\_\_  
For Town of Southwest Ranches

10/3/16  
\_\_\_\_\_  
Date

**From:** [Nelson Diaz](#)  
**To:** [Joly Munguia](#)  
**Cc:** [Susan Edwards](#)  
**Subject:** Fwd: Southwest Ranches  
**Date:** Friday, September 29, 2017 11:12:59 AM

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Joly please do a client renewal at the new rate. No need to do a new client form just renewal.

Begin forwarded message:

**From:** Andy Berns <[aberns@southwestranches.org](mailto:aberns@southwestranches.org)>  
**Date:** September 29, 2017 at 11:03:33 AM EDT  
**To:** Nelson Diaz <[diaz@sostrategy.com](mailto:diaz@sostrategy.com)>  
**Cc:** "Keith Poliakoff (Arnstein)" <[kpoliakoff@arnstein.com](mailto:kpoliakoff@arnstein.com)>, Russell Muniz <[rmuniz@southwestranches.org](mailto:rmuniz@southwestranches.org)>, Martin Sherwood <[msherwood@southwestranches.org](mailto:msherwood@southwestranches.org)>, Danielle Caban <[dcaban@southwestranches.org](mailto:dcaban@southwestranches.org)>  
**Subject:** Southwest Ranches

Good morning Nelson,

I'm pleased to let you know the Town Council approved the budget for fiscal year 2018 at last night's meeting. This budget includes an appropriation for lobbying services provided by Southern Strategies on behalf of the Town.

This item also includes an increase from \$42,000 annually to \$48,000 annually. Please adjust your monthly billing effective October 1, 2017.

Please let me know if you have any questions.

**-AB**

Andy Berns  
*Town Administrator,  
Town of Southwest Ranches  
13400 Griffin Road  
Southwest Ranches, FL 33330  
954.434.0008*

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October 1, 2016

Andy Berns  
Town Administrator  
Town of Southwest Ranches  
13400 Griffin Road,  
Southwest Ranches, FL 33330

Re: Retainer Agreement with Southern Strategy Group of Miami, LLC

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You have asked that we represent the Town of Southwest Ranches before the legislative and executive branches of Florida Government on legislative issues and appropriations matters. We will coordinate an action plan in accordance with the direction of the Town Council. In addition, as part of our scope of service, SSG will provide ancillary services such as electronically forwarding to you on a daily basis relevant newspaper articles, analyses, and important governmental announcements.

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[WWW.TXSTRATEGY.COM](http://WWW.TXSTRATEGY.COM)



[WWW.MIDWESTSTRATEGY.COM](http://WWW.MIDWESTSTRATEGY.COM)

It should also be noted that SSG has affiliated offices in other states and within the state of Florida. SSG has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients in which SSG represents at the state level. You have retained SSG for representation in Florida, 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 SSG to keep confidential within each office all information about your business interests and strategies.

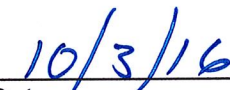
I believe the above reflects our understanding. If it does, please sign this agreement and return with the completed client information and lobbyist registration forms, which are enclosed. I appreciate your attention to this matter and look forward to working with you. Please never hesitate to contact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

Sincerely,



Nelson Diaz

Enclosures

  
\_\_\_\_\_  
For Town of Southwest Ranches  
\_\_\_\_\_  
Date