Annual Lobbyist Registration for Organizations

Submitted: 12/23/2025 12:12 PM **Year: 2026** **Initial Registration**

Social Matters
(602) 413-4886

23701 North 79th Lane
Peoria, AZ, 85383

List of CEO, All Officers and Employees Who Lobby and their positions with the organization.

Name	Position	Email Address
Layla Villasenor	Principal	layla@socialmattersinc.com

List of Persons By Whom This Lobbyist Is Compensated to Lobby and On Whose Behalf Lobbying is Performed

Name	Client/Business Name	Street Address	Email Address
Chad Arruda	Windom Security	8525 E. Pinnacle Peak #135 Scottsdale, AZ, 85255	carruda@windomsecurity.com
David Hovey	Optima	7157 E. Rancho Vista Dr. Suite 109 Scottsdale, AZ, 85251	hoveydjr@optima.inc

By checking this box and typing my name below, the undersigned does hereby certify under penalty of perjury that: (1) I am submitting this lobbying registration form on behalf of the entity named on form; (2) I am duly authorized to submit the names of the individual lobbyist(s) named in this registration on behalf of the entity; (3) all of the information provided in the lobbying registration form filed on behalf of and authorized by the entity is true and correct to the best of my knowledge; and (4) by typing my name below I acknowledge that such action constitutes the legal equivalent of my signature and by typing my name I hereby waive any requirement that this form be notarized in order to be legally enforceable.

TYPED NAME: Layla Villasenor **EMAIL:** Layla@socialmattersinc.com