



Annual Lobbyist Registration for Organizations

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Year: 2021

Initial Registration

Social Matters
(602) 413-4886

20118 N. 67th Ave., Suite 300-603,
Suite 300-603
Glendale, AZ, 85308

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 |
|----------------|-----------------------------|---|----------------------------|
| Wayne Mailloux | Kierland Community Alliance | 7120 East Kierland Unit 1207 Scottsdale, AZ, 85255 | KierlandAlliance@gmail.com |
| David Hovey | Optima | 7157 E. Rancho Vista Dr. Suite 109 Scottsdale, AZ, 85251 | hoveydyjr@optima.inc |
| Diane Veres | Clear Channel Outdoors | 2325 E. Camelback Rd., Suite 400 Phoenix, AZ, 85016 | 602-381-4770 |
| Dylan Vicha | Windom Security | 8525 E. Pinnacle Peak #135 Scottsdale, AZ, 85255 | dylantvicha@icloud.com |

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