



# Annual Lobbyist Registration for Organizations

Submitted: 12/6/2024 8:35 AM

Year: 2025

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
David Hovey	Optima	7157 E. Rancho Vista Dr. Suite 109 Scottsdale, AZ, 85251	hoveydr@optima.inc
Tony Feiter	43 Thunderbird, LLC	2801 East Camelback Road, Suite 450 PHoenix, AZ, 85016	tony@levineinvestments.com
Chad Arruda	Windom Security	8525 E. Pinnacle Peak #135 Scottsdale, AZ, 85255	carruda@windomsecurity.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