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State Lobbying Services

Ron Book is big winner in local government lobbying contracts

By Steve Bousquet

HERALD/TIMES TALLAHASSEE BUREAU

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Lobbyist Ron Book is also the longtime chairman of the Miami-Dade Homeless Trust. CHARLES TRAINOR JR CTRAINOR@MIAMIHERALD.COM



For the first time, the Florida House is posting copies of contracts between lobbyists and local governments online, and more than a third of the first set of contracts posted are with one lobbying firm: Ron Book of Aventura.



Ron Book led the pack in 4Q legislative lobbying pay

Drew Wilson February 18, 2019

Pound for pound, Ron Book, Rana Brown and Kelly Mallette consistently earn more legislative lobbying fees than any other trio in the Capitol.

That usually earns them the No. 3 spot behind much larger firms, such as Ballard Partners and Southern Strategy Group. Not so in the fourth quarter — Book and Co. collected more legislative lobbying fees than any other firm, no caveat or asterisk required.

Their fourth quarter report shows \$2.25 million in legislative lobbying fees, edging out the No. 2 finisher by \$180,000.

According to LobbyTools, Florida lobbyists collected \$31.77 million in legislative fees last quarter, meaning Book, Brown and Mallette accounted for 7 percent of all fees collected by all firms and solo advocates last quarter, or \$1 out of every \$14 paid out by principals.

INFLUENCE 100



Ron Book / LOBBYIST

Some people come to Tallahassee and never make an imprint. Ron has a legacy. Within Florida political circles across our state, the name Ron Book is synonymous for being at your desk, working, at 5 a.m.

With no firm website, Facebook or Twitter, the fact that Ron can operate at such a high level is a testament to the effort he puts forth on behalf of his clients. I think he still runs a Rolodex, but no matter, he gets the same work done as some of the 20 person firms.

When you arrive at the Capitol early in the morning, he is there before you and leaves after you.

He is always on, hovering around in committee rooms, marching out of the "Speaker's" Office. And he fills out speakers' cards too. He floats from meeting to meeting. You won't be able to talk to him, he will be on his cell phones, one in each hand, simultaneously.

If you go to his office, don't ask about his collection of presidential memorabilia, unless you have an hour to spare.

From his advocacy in the statehouse to his nonprofit activities, especially on homelessness, much like his suits, he is one of a kind.

— Jared Moskowitz, Director, Florida Division of Emergency Management


AN INSIDE VIEW INTO FLORIDA'S NEWS, POLITICS & CULTURE

INFLUENCE

THE 2018

100

The 100 Most Influential People In Florida Politics



Including Carl Burg, David Bicker, Wendell Carr Jackson, Bill Cray, Maria Jimenez, Sam Pittman, Stephen Smith

2019 GOLDEN ROTUNDA AWARDS



APPROPRIATIONS LOBBYIST OF THE YEAR

Ron Book

One of Florida's most influential lobbyists runs a lean business steep in institutional knowledge and, more importantly, the trust of legislators and scores of clients. His firm, Ronald L. Book, P.A., employs just three people, including himself, but it has outperformed for larger outfits for years.

That's why Ron Book has earned a Golden Rotunda Award as the Appropriations Lobbyist of the Year. The recognition confirms what his colleagues already knew, that Book's work ethic and decades of experience make him a formidable competitor.

"Nobody gets up earlier or goes to bed later than Ron Book," said Steven Vanasse, who heads Vanasse/Hooker Communications. "He is a tireless and fearless advocate for his clients and the results of his work speak for themselves."

The numbers certainly do. Book's firm took in between \$1.8 million and \$2.6 million in the fourth quarter of 2018, tops in the state, according to the Sun-Sentinel.

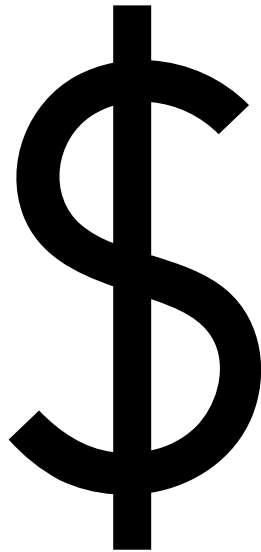
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Who we are



Our Professionals

Recent Success



- 2021: \$100,000,000 for Coastal mapping; \$1.0 million Badia Senior Center;
- 2020: \$1,200,000 for Regional Hurricane Evacuation Studies Update; \$2.2 million for Brevard Water Quality Improvements; \$14.7 million for Sec. 16 Land Sale
- 2019: \$950,000 for the City of Doral Canal Bank Stabilization; Over \$4.2 million for local water projects.
- 2018: \$15.0 million for Lidar Mapping

DEFEATED

Critical Issues

- Vacation Rentals
- Local Business Tax
- Municipal parking



Our Approach

- High Level of Responsive Service
- Be Prepared
- Work Hard
- Communicate



Relationships

- Florida House and Senate Leadership, Key committee chairs
- Florida House and Senate Future Leadership
- Governor and Cabinet
- State Agencies
- Alachua Delegation





Public Utilities

- City owned (North Miami, North Miami Beach, City of Tallahassee)

Water Surcharge

- FPL



Infrastructure

- 2017 Miami Gardens Pedestrian Bridges
- 2021 Coastal Mapping
- 2021 TPO
- Port of Miami Tunnel
- Port of Miami Deep Dredge



Balancing
Needs



Affordable Housing

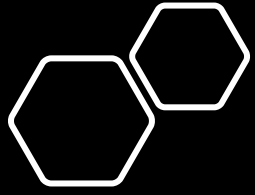
- ELI Program
- Affordable Housing Surtax
- Sadowski Act
- Miami-Dade Homeless Trust



Supporting Community Builders

- Support Home Rule
- Support First Responders and public employees
- Oppose Unfunded Mandates





Thank you



Ronald L. Book, P. A.

LAW OFFICES

PROFESSIONAL ASSOCIATION