



**GOVERNING BOARD AGENDA ITEM FORM  
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

---

**DATE OF MEETING:** October 4, 2011

**TITLE:** Award of Contract for Public Lobbyist Services Based on Responses to Request for Proposal (RFP) 11-0009

---

**BACKGROUND:**

Request for Proposal (RFP) 11-0009 was mailed to five vendors providing public lobbyist services in the State of Arizona. Two responses were received, one from DeMenna & Associates and one from Polito Associates. The request for proposal defined the work required; formulating coalition support, monitoring & tracking legislative activity, providing advanced notice of hearings on bills and providing written & oral summaries of hearings, subcommittee meetings, legislative floor action, etc.

Responding vendors were evaluated on their company qualifications, staff qualifications and cost of service.

Polito Associates has offices in both the Capital and in Tucson allowing local access to their staff. Their references include three school districts in addition to J-TED. Sam Polito is bilingual and has a background in public education at all levels allowing an understanding of how proposed legislation may impact the classroom. Polito Associates cost of service is considerably lower than De Menna Associates.

---

**RECOMMENDATION:**

The Administration recommends the Governing Board approve the award of contract to Polito Associates based on their response to Request for Proposal (RFP) 11-0009.

---

**INITIATED BY:**

*Scott Little*

Scott Little, Chief Financial Officer

September 27, 2011

*Vicki Balentine*

Vicki Balentine, Ph.D., Superintendent

## Company Qualifications

DeMenna & Associates:

Company Address: 1825 W. Adams Street Phoenix, AZ 95007

Polito Associates:

Company Address: 75 W. Linda Vista Blvd. Tucson, AZ 85704

Phoenix Office 500 W. Clarendon B-14 Phoenix, AZ 85013

DeMenna & Associates:

References: Gilbert Public Schools, Maricopa Community College, Arizona Society Certified Public Accountants

Polito Associates:

References: TUSD, Vail Schools, Flowing Wells, Pima JTED,

## Staff Qualifications

DeMenna & Associates:

Kevin DeMenna: Partner Robb, DeMenna & DuVal Public Relations  
Chief of Staff AZ State Senate  
VP Public Affairs Phoenix Chamber of Commerce  
Executive Asst. to Director AZ Department of Revenue  
Economist AZ State Senate

Ryan DeMenna: Research Staff AZ State Senate  
Asst. Analyst Senate Judiciary Committee  
Asst. Analyst Senate Public Safety & Human Services  
Research Analyst & Primary Staffer Senate Transportation

Polito Associates:

Sam Polito: Fluent in Spanish  
Education Specialist Tucson Model Cities Program  
Public Education Teacher, School Principal  
Public Education Director Governmental Relations  
Assistant Superintendent State & Federal Programs  
Lobbyist

Linda Polito: Urban Planner Tucson Model Cities  
Lobbyist

## Cost of Service (annual)

DeMenna & Associates: \$45,000.00

Polito Associates: \$12,000.00