

McGUIREWOODS  
CONSULTING

MEMORANDUM

TO: Hideaki Mizukoshi,  
Minister  
Embassy of Japan in the United States

FROM: Mark T. Bowles  
McGuireWoods Consulting

DATE: December 19, 2013

RE: Embassy of Japan Representation

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Below is an outline of the services that McGuireWoods Consulting (MWC) will provide, and with your approval constitutes our agreement.

Based on the information provided, we know that at least three members of the Virginia legislature (a Democratic State Senator, a Republican State Senator and a Republican member of the House of Delegates) have agreed to patron legislation requiring the use of the dual names of "East Sea" and "Sea of Japan" in Virginia textbooks and educational materials.

MWC's objective will be to defeat and deny passage of the legislation in the Virginia General Assembly when it convenes on January 8, 2014. This year's session is a "long session" which means that the General Assembly will meet for 60 consecutive days and conclude on approximately March 8, 2014.

**1. Services**  
**(1) Research**

Upon engagement, MWC will immediately begin researching this issue to develop the following:

- A) White papers and talking points on why the "East Sea" proposal is bad public policy;
- B) Identify individuals, experts and academicians who would be credible spokespersons on the issue;
- C) Identify stakeholders and/or organizations that can be mobilized in opposition to the "East Sea" measure and counter Voice of Korean Americans (VOKA) advocacy efforts;
- D) Identify media outlets (social and hard) who would be sympathetic to our position;

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- E) Explore opportunities to develop a grassroots coalition in support of "Sea of Japan"

**(2) General Assembly Leadership and Committees:**

After developing our research and talking points, MWC will immediately begin meeting with General Assembly leadership and key members of the respective committees where we expect the bills to originate (most likely the Rules or Education Committees). Because of the pace of the legislature and the sheer volume of bill that are considered (over 3,500) it is critical that we try and meet with as many legislators as possible before the General Assembly convenes on January 8.

Much of this strategy will begin by meeting with leadership such as the Senate Majority and Minority Leaders, Caucus and Committee Chairs, and subcommittee chairs. Following these meetings, we will have a sense of how much or how little support the bill has and can then devise a strategy based on this member analysis.

In addition, with the proponents of the legislation (VOKA and the Korean Community) largely residing in Northern Virginia, MWC will focus especially on non-Northern Virginia members who will likely be more persuadable and less influenced by the Korean constituencies who have been so vocal in promoting this agenda.

**(3) The Executive Branch and State Agencies**

MWC will also lobby the new incoming governor of Virginia on this issue in the event that the bill makes it to his desk for signature. While according to news accounts, Governor-elect McAuliffe is supportive of the "East Sea" initiative, we believe the Governor will be persuadable when presented with all the facts. The governor is theoretically the last stop gap in the legislative process, who would be asked to veto the bill should it pass both chambers of the General Assembly.

In addition, we are aware that the State Board of Education has met with Peter Kim, President of the Voice of Korean Americans (VOKA). We will work to ensure that State Agency lobbyists and staff do not attempt to intervene and advocate on this issue. At this juncture, we do not know if VOKA has been effective in persuading the Board to take a position.

**(4) Work Plan**

Upon engagement, MWC will develop a specific work plan with timelines for your review and approval.

**(5) The MWC Team**

The strength of McGuireWoods Consulting is the depth and breadth of our relationship with members of the Virginia legislature. We are unique in our ability to quickly gain access to both Republican and Democratic members of the General Assembly. It is also likely that there will be a partisan split in the Virginia General Assembly in January with Republicans controlling the House and Democrats controlling the Senate. The issue presented by the "East Sea" initiative is a classic example of our value because of the bi-partisan approach that is being taken by its proponents. Classic partisan divides are not applicable, and it will take a bi-partisan team approach in order to successfully address the personalities and issues that are being presented.

The following individuals from MWC will assist the Embassy in this effort:

Mark Bowles, Executive Vice President  
Tyler Bishop, Sr. Vice President  
Tray Adams, Sr. Vice President  
Chris Nolen, Sr. Vice President  
Allison Jones, Research Assistant  
Other MWC employees as needed

Tyler Bishop will serve as the primary lead on this project

## 2. Terms

As you know, the proponents of the "East Sea" initiative have already gotten a head-start, and it is imperative that we begin the process of conducting research and meeting with legislators as soon as possible. To that end, we propose beginning immediately under the following financial terms:

December	\$25,000
January	\$25,000
February	\$25,000

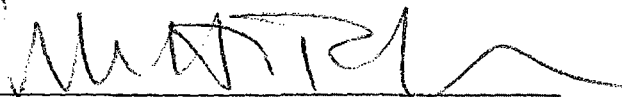
MWC understands that the Embassy has only authorized payment for up to three months, and are hopeful that we can accomplish this project by the end of February. If however, we are required to lobby on your behalf in March or into the "Veto Session," we will notify the Embassy and determine if more fees are justified to conclude the project. MWC will bill the Embassy in accordance with the above terms each month for our services.

In addition, the Embassy will be responsible for certain costs, including travel and other reasonable expenses associated with advocating on your behalf not to exceed \$25,000.

We hope the foregoing engagement proposal adequately addresses your needs in Virginia. We very much look forward to having the opportunity to work with you, and are confident you will be pleased with the results we achieve on your behalf.


If the foregoing correctly sets forth your understanding of our engagement, please so indicate by signing, dating and returning this document. We thank you for affording us the opportunity to work with you.

Mark T. Bowles  
Executive Vice President  
McGuireWoods Consulting, LLC

  
\_\_\_\_\_  
(Signature)

Approved by:

Embassy of Japan in the United States  
Minister  
Hideaki Mizukoshi

  
\_\_\_\_\_  
(Signature)

12/19/2013  
\_\_\_\_\_  
(Date)