



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Legislative / Executive / Local

Demographic Information:

Lobbyist's Name: MR. C. KEVIN HAYES

Lobbyist ID: LB000430

Name Change: _____

Address:

Street: 412 N FOURTH STREET SUITE 328

City: BATON ROUGE

State: Louisiana

Zip: 70802

Phone: 225-268-2725

Ext: _____

Fax: _____

Employer Information:

Employer Name: Hayes Strategic Solutions

Employer Address:

Street: 412 N Fourth Street suite 328

City: Baton Rouge

State: Louisiana

Zip: 70802

Registration Details:

Lobbying Type: Legislative Branch Lobbying

Date of the first action which required your registration as a lobbyist:

1/01/2025

(The date in which lobbying became part of your principal duties or the date in which you acted in a representative capacity and made an expenditure on a Legislator.)

If you were a legislative lobbyist during the previous calendar year, have you completed the annual training required pursuant to R.S. 42:1170 for the previous calendar year?

☐ Yes ☒ No ☐ N/A

Lobbying Type: Executive Branch Lobbying

Date of the first action which required your registration as a lobbyist:

1/01/2025

(The date in which you acted in a representative capacity and made an expenditure on an executive branch official.)

If you were an executive lobbyist during the previous calendar year, have you completed the annual training required pursuant to R.S. 42:1170 for the previous calendar year?

☐ Yes ☒ No ☐ N/A

Lobbying Type: Local Government Lobbying

Date of the first action which required your registration as a lobbyist:

1/01/2025

(The date in which you, acted in a representative capacity, made an aggregate amount of expenditures of \$500 or more, on local level officials.)



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Information about persons, groups, or organizations represented:

Representative Name: Class Wallet

Description: Financial Education Services

Street: 6100 Hollywood Blvd Suite 409

City: Hollywood **State:** Florida **Zip:** 33024

Branch: Legislative / Executive **Employment Start Date:** 3/26/2024 **Lobbying Start Date:** 3/26/2024

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999

End Date:

If No, who pays you:

Subject Matters:

Educational services; colleges; technical schools; trade schools

Representative Name: Data Recognition Corporation

Description: Provides testing for students

Street: 13490 Bass Lake Road

City: Maple Grove **State:** Minnesota **Zip:** 55311

Branch: Legislative / Executive **Employment Start Date:** 2/01/2016 **Lobbying Start Date:** 2/1/2016

Paid by Representation: Yes **Payment Category:** \$50,000 - \$99,999

End Date:

If No, who pays you:

Subject Matters:

Educational services; colleges; technical schools; trade schools

Representative Name: Dental Access and Prevention

Description: Advocates for dental access for children

Street: 7833 Office Park Blvd

City: Baton Rouge **State:** Louisiana **Zip:** 70809

Branch: Legislative / Executive **Employment Start Date:** 3/01/2016 **Lobbying Start Date:** 3/1/2016

Paid by Representation: Yes **Payment Category:** \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Health care; physicians; nurse practitioners; nurses

Representative Name: Good Times Video Bingo

Description: Engaged in charitable games of chance

Street: 614 Cypress Street #3

City: West Monroe **State:** Louisiana **Zip:** 71291

Branch: Legislative / Executive **Employment Start Date:** 11/08/2023 **Lobbying Start Date:** 11/8/2023

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999

End Date:

If No, who pays you:

Subject Matters:

Gaming



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Information about persons, groups, or organizations represented:

Representative Name: Hayes Strategic Solutions

Description: Governmental Relations

Street: 412 N. 4th Street Suite 328

City: Baton Rouge

State: Louisiana

Zip: 70802

Branch: Legislative / Executive

Employment Start Date: 2/01/2016

Lobbying Start Date: 2/1/2016

Paid by Representation: No **Payment Category:** \$24,999 or less

End Date:

If No, who pays you: I am the owner of the company so technically I would pay myself

Subject Matters:

Government; local; municipal; parish; state; federal

Representative Name: Kalkomey Enterprises LLC

Description: Provides on line courses for certain outdoor activities

Street: 14806 Proton Road

City: Farmers Branch

State: Texas

Zip: 75244

Branch: Legislative / Executive

Employment Start Date: 6/12/2023

Lobbying Start Date: 6/12/2023

Paid by Representation: Yes **Payment Category:** \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Educational services; colleges; technical schools; trade schools

Representative Name: Louisiana Assisted Living Association

Description: Advocates for members who provide assisted living to citizens

Street: Post Office Box 10258

City: New Iberia

State: Louisiana

Zip: 70562

Branch: Legislative / Executive

Employment Start Date: 2/01/2016

Lobbying Start Date: 2/1/2016

Paid by Representation: Yes **Payment Category:** \$25,000 - \$49,999

End Date:

If No, who pays you:

Subject Matters:

Health care; hospitals; nursing homes; elderly care; hospice

Representative Name: Louisiana Association of Chiefs of Police

Description: Advocating law enforcement issues impacting Chiefs of Police in Louisiana

Street: 700 North 10th Street Suite 250

City: Baton Rouge

State: Louisiana

Zip: 70802

Branch: Legislative / Executive / Local

Employment Start Date: 2/01/2023

Lobbying Start Date: 2/1/2023

Paid by Representation: Yes **Payment Category:** \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Public safety, police, and fire



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Information about persons, groups, or organizations represented:

Representative Name: Louisiana Homecare Association

Description: Healthcare Association

Street: 850 Kaliste Saloom Rd # 123

City: Lafayette **State:** Louisiana **Zip:** 70508

Branch: Legislative / Executive **Employment Start Date:** **Lobbying Start Date:** 2/1/2016

Paid by Representation: Yes **Payment Category:** \$24,999 or less **End Date:**

If No, who pays you:

Subject Matters:

Health care: hospitals; nursing homes; elderly care; hospice

Representative Name: Louisiana Landowners Association

Description: Land, Oil, Gas, Wildlife

Street: 8982 Darby Avenue

City: Baton Rouge **State:** Louisiana **Zip:** 70806

Branch: Legislative / Executive **Employment Start Date:** **Lobbying Start Date:** 2/1/2016

Paid by Representation: Yes **Payment Category:** \$24,999 or less **End Date:**

If No, who pays you:

Subject Matters:

Agriculture; forestry; timber

Aquaculture and fisheries

Construction, contracting, and real estate

Environmental quality, conservation, and wildlife preservation

Manufacturing; oil and gas; mining; refining; production; chemical industry

Representative Name: National Heritage Academies

Description: Engages in education of children in Louisiana

Street: 3850 Broadmoor Avenue

City: Grand Rapids **State:** Michigan **Zip:** 49512

Branch: Legislative / Executive / Local **Employment Start Date:** 1/03/2023 **Lobbying Start Date:** 1/4/2023

Paid by Representation: Yes **Payment Category:** \$50,000 - \$99,999 **End Date:**

If No, who pays you:

Subject Matters:

Educational services; colleges; technical schools; trade schools

Representative Name: Ryan White

Description: Nicotine Product sales

Street: 1614 Bauerle Road

City: Hammond **State:** Louisiana **Zip:** 70403

Branch: Legislative / Executive **Employment Start Date:** 3/25/2025 **Lobbying Start Date:** 3/25/2024

Paid by Representation: Yes **Payment Category:** \$24,999 or less **End Date:**

If No, who pays you:

Subject Matters:

Tobacco industry



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Information about persons, groups, or organizations represented:

Representative Name: Teachers Insurance and Annuity Association (TIAA)

Description: Vendor for pension systems

Street: 8500 Andrew Carnegie Blvd

City: Charlotte

State: North Carolina

Zip: 28262

Branch: Legislative / Executive

Employment Start Date: 2/01/2016

Lobbying Start Date: 2/1/2016

Paid by Representation: Yes

Payment Category: \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Government; local; municipal; parish; state; federal

Information about Business Relationships

Not Applicable