



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Legislative

Demographic Information:

Lobbyist's Name: MATTHEW AARON CROSS

Lobbyist ID: LB005081

Name Change: _____

Address:

Street: 543 SPANISH TOWN ROAD

City: BATON ROUGE

State: Louisiana

Zip: 70802

Phone: 225-381-0166

Ext: _____

Fax: 225-381-0163

Employer Information:

Employer Name: Southern Strategy Group

Employer Address:

Street: 543 Spanish Town Road

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



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Legislative

Information about persons, groups, or organizations represented:

Representative Name: Association of Charitable Supporters

Description: Charity, Gaming

Street: 543 Spanish Town Road

City: Baton Rouge

State: Louisiana

Zip: 70802

Branch: Legislative

Employment Start Date: 5/24/2023

Lobbying Start Date: 5/24/2023

Paid by Representation: Yes

Payment Category: \$24,999 or less

End Date: 1/15/2025

If No, who pays you:

Subject Matters:

Charities and social services, faith-based organizations, and community outreach

Gaming

Representative Name: Association of Louisiana Electric Cooperatives

Description: energy

Street: 10725 Airline Highway

City: Baton Rouge

State: Louisiana

Zip: 70816

Branch: Legislative

Employment Start Date: 10/31/2022

Lobbying Start Date: 10/31/2022

Paid by Representation: Yes

Payment Category: \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Utilities; electric; gas; water; nuclear

Representative Name: Centene Corporation on behalf of its affiliates and subsidiaries

Description: Insurance

Street: 1150 Connecticut Ave. NW Suite 1000

City: Washington

State: District of Columbia

Zip: 20036

Branch: Legislative

Employment Start Date: 2/26/2024

Lobbying Start Date: 2/26/2024

Paid by Representation: Yes

Payment Category: \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Insurance

Representative Name: Feeding Louisiana

Description: food, charities

Street: 7909 Wrenwood Blvd. Suite C

City: Baton Rouge

State: Louisiana

Zip: 70809

Branch: Legislative

Employment Start Date: 5/23/2023

Lobbying Start Date: 5/23/2023

Paid by Representation: Yes

Payment Category: \$24,999 or less

End Date:

If No, who pays you:

Subject Matters:

Charities and social services, faith-based organizations, and community outreach



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Legislative

Information about persons, groups, or organizations represented:

Representative Name: Liberty Dental Plan

Description: Dental plan, insurance

Street: 1730 Flight Way, Suite 125

City: Tustin **State:** California **Zip:** 92782

Branch: Legislative **Employment Start Date:** 6/27/2024 **Lobbying Start Date:** 6/27/2024

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

If No, who pays you:

Subject Matters:

Insurance

Representative Name: Louisiana City Marshals & City Constables Association

Description: advocate for marshals and constables

Street: 1244 Texas Ave

City: Shreveport **State:** Louisiana **Zip:** 71101

Branch: Legislative **Employment Start Date:** 2/01/2024 **Lobbying Start Date:** 2/1/2024

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

If No, who pays you:

Subject Matters:

Public safety, police, and fire

Representative Name: Louisiana Independent Pharmacies Association (LIPA)

Description: Pharmacy

Street: 543 Spanish Town Road

City: Baton Rouge **State:** Louisiana **Zip:** 70802

Branch: Legislative **Employment Start Date:** 5/23/2023 **Lobbying Start Date:** 5/23/2023

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

If No, who pays you:

Subject Matters:

Health care; pharmaceutical and medical devices; research; development; sales

Representative Name: Louisiana State Nurses Association (LSNA)

Description: nursing

Street: 543 Spanish Town Road

City: Baton Rouge **State:** Louisiana **Zip:** 70802

Branch: Legislative **Employment Start Date:** 5/23/2023 **Lobbying Start Date:** 5/23/2023

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: Macro Companies

Description: logistics, provider & distributor of fuel, lubricants, chemicals

Street: 101 Millstone Road

City: Broussard **State:** Louisiana **Zip:** 70518

Branch: Legislative **Employment Start Date:** 5/24/2023 **Lobbying Start Date:** 5/24/2023

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

If No, who pays you:

Subject Matters:



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Legislative

Information about persons, groups, or organizations represented:

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

Representative Name: Rescare, Inc. DBA Bright Spring Health Services

Description: healthcare and human services

Street: 9901 Linn Station Road

City: Louisville **State:** Kentucky **Zip:** 40223

Branch: Legislative **Employment Start Date:** 5/24/2023 **Lobbying Start Date:** 5/24/2023

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: Southern Strategy Group

Description: Governmental Relations

Street: 543 Spanish Town Road

City: Baton Rouge **State:** Louisiana **Zip:** 70802

Branch: Legislative **Employment Start Date:** 2/17/2022 **Lobbying Start Date:** 2/17/2022

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

Representative Name: Vivint Smart Home Inc.

Description: managing smart home features

Street: 1005 Congress Ave Suite 950

City: Austin **State:** Texas **Zip:** 78701

Branch: Legislative **Employment Start Date:** 2/22/2024 **Lobbying Start Date:** 2/22/2024

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

End Date:

If No, who pays you:

Subject Matters:

Computers, hardware, software, and intellectual property

Information about Business Relationships

Not Applicable