



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Executive

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: Executive Branch Lobbying

Date of the first action which required your registration as a lobbyist: 9/02/2025

(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



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2025

Lobbying Type(s): Executive

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): Executive

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): Executive

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