



Louisiana Board of Ethics: Lobbyist Registration Form

Registration Year: 2026

Lobbying Type(s): Legislative / Executive / Local

Demographic Information:

Lobbyist's Name: MRS. LAUREN RIVERA HADDEN Lobbyist ID: LB005147

Name Change: _____

Address:

Street: 543 SPANISH TOWN RD

City: BATON ROUGE State: Louisiana Zip: 70802

Phone: 337-962-5274 Ext: _____

Fax: _____

Employer Information:

Employer Name: Southern Strategy Group of Louisiana

Employer Address:

Street: 543 Spanish Town Rd

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: 1/01/2026

(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: 1/01/2026

(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: 1/01/2026

(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: Southern Strategy Group of Louisiana

Description: Governmental Relations and Political Consulting

Street: 543 Spanish Town Rd

City: Baton Rouge

State: Louisiana

Zip: 70802

Branch: Legislative / Executive / Local Employment Start Date: 1/06/2025 Lobbying Start Date: 1/6/2025

Paid by Representation: Yes Payment Category: \$100,000 - \$249,999 End Date: _____

If No, who pays you:

Subject Matters:

Environmental quality, conservation, and wildlife preservation
Health care; pharmaceutical and medical devices; research; development; sales
Insurance

Information about Business Relationships

Not Applicable