

A professional portrait of Randy Pollack, a middle-aged man with short, light-colored hair, smiling slightly. He is wearing a dark blue pinstriped suit jacket over a light blue shirt and a purple tie. The background is a blurred outdoor setting with a stone wall on the left and a window on the right.

Randy Pollack Partner

Randy Pollack specializes in developing and directing government and regulatory affairs strategies through lobbying, political grassroots, public relations efforts and organizing industry coalitions. He regularly represents businesses and trade associations before the California Legislature, the executive branch and state agencies.

Randy has served as the lead lobbyist on issues involving chemical policy, dietary supplements, consumer packaging, cosmetics, privacy, financial, education and agricultural issues. Additionally, he has extensive knowledge in working with the California Department of Food & Agriculture, Cal-EPA, Department of Health Services, Consumer Services Agency and various other agencies to resolve issues on behalf of his clients. In a November 2009 survey, California Legislators voted Randy as the “Most Underrated Lobbyist” working at the Capitol – a testament to the effective and pragmatic approach he employs on behalf of his clients.

Before joining White Brenner LLP, Randy established his own company focusing on legislative and regulatory affairs. Prior to that, Randy was a shareholder of a national law firm where he directed legislative and regulatory strategies for Fortune 500 companies and trade associations. Randy’s 25 years of government experience include serving as Chief Deputy Legal Affairs Secretary to former Governor George Deukmejian, where he counseled the Governor and senior staff on a variety of legal, public policy and legislative issues. As chief consultant to the Assembly Agriculture Committee, he oversaw issues affecting California’s \$20 billion agricultural industry. In addition, Randy served as legal advisor to the California Public Employment Relations Board.

Randy Pollack is a registered California lobbyist and a member of the California and New York Bars. He received his J.D. from University of the Pacific, McGeorge School of Law and his B.A. degree from the State University of New York, Buffalo. As an attorney and lobbyist, Randy is an AV® Peer Review Rated lawyer,



the highest rating given by Martindale-Hubbell for legal ability and ethical standards. Although Randy is happily tied to the Capitol and Sacramento, and enjoys spending time with his family and playing golf in the nice weather, he still holds out hope that the Buffalo Bills will win a Super Bowl sometime in his lifetime

If not a lawyer... growing up in a retail family, I would be operating a store in a small town.

Projects

- Represented dietary supplement companies in defeating legislation that would have placed onerous requirements on dietary supplement manufacturers to place on the label the country origin of every ingredient
- Represented a trade association in passing legislation that will make it easier for self-storage facility operators to run their businesses more effectively and efficiently by streamlining procedures in the operation of their businesses

- Represented a California direct seller in passing legislation that makes it easier for companies who are exporting products to other countries to obtain approval by the California Department of Public Health in an expedited manner
- Represented a data management company in defeating legislation that would have made it difficult for businesses to market to consumers through online ads

Credentials

- J.D., University of the Pacific, McGeorge School of Law
- B.A., State University of New York, Buffalo
- Chief Deputy Legal Affairs Secretary to Governor George Deukmejian
- Chief consultant, Assembly Agriculture Committee
- Legal advisor, California Public Employment Relations Board
- Voted “Most Underrated Lobbyist” working at the Capitol by California Legislatures in 2009
- AV® Peer Review Rated lawyer by Martindale-Hubbell



- Selected for inclusion in *Sacramento Magazine's* Top Lawyers List
- Selected for inclusion as a Northern California Super Lawyer

Articles

- "Proposition 65: An Overview," presented at the Nutritional Law Symposium



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