



G. V. Ayers

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G. V. Ayers has 26+ years as a legislative policy professional working with all levels of California State government. Adept in the legislative process, political strategies, and drafting technical policies, he brings his high-level contacts and experience in both the Legislative and Executive branches of California government to provide unequalled service to his clients.

G. V. Ayers established **Gentle Rivers Consulting LLC** in 2015 and has represented a wide-range of clients before California government. **Gentle Rivers Consulting LLC** consults on writing legislation and forming legislative policies and is registered as lobbying firm in the State of California.



Gentle Rivers Consulting LLC Clients Include:

Appraisal Institute of California Government Relations Committee
Association of Environmental and Engineering Geologists
California Animal Physical Therapy Coalition
California Association of Licensed Repossessors
California Association for Licensed Professional Clinical Counselors
California Hemp Association
California Neurodiagnostic Society
Center for Public Interest Law, University of San Diego School of Law
Esquire Deposition Solutions LLC
Hollywood Forever
International Hemp Solutions (IHC) PBC
Magna Legal Services
SICPA Product Security, LLC
US Legal Support
Veritext Corp

Professional Background:

- **Principal Consultant, Committee on Business, Professions and Economic Development, California Senate (1993-1997, 2005-2014)**
- **Bureau Chief, Cemetery and Funeral Bureau, California Department of Consumer Affairs (1998-2004)**
- **Founder/Owner, Gentle Rivers Consulting LLC (2015-present)**