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Prominent Health Care Executive, Kevin Kraushaar, Joins Triadvocates LLC as Managing Principal of DC Office



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WASHINGTON, Jan. 15 /PRNewswire/ -- Kevin Kraushaar, one of the premier health care policy advocates in the nation's capital, has become the Managing Principal of Triadvocates' Washington, D.C. Office. Mr. Kraushaar's addition to the prominent public affairs consulting firm, headquartered in Phoenix, enhances Triadvocates' reputation as a leader in issues concerning health care policy. Mr. Kraushaar will focus on federal policy and advocacy with a special emphasis on health care policy.

"For more than a quarter century, Kevin has proven his talents as a preeminent advocate in the field of health care," said Knox Kimberly, the Managing Principal of Triadvocates. "We are extremely fortunate to have someone with Kevin's experience, dedication, and sterling reputation to help lead our Washington, D.C. office and assist our clients with a wide array of health policy issues."

"Health care is one of the great policy issue areas of our time. It is a great honor to join such a prestigious firm as well as have the opportunity to work closely with the nationally recognized health care practice of our affiliated law firm, Quarles & Brady," said Kraushaar. "I witnessed first hand as a client how Triadvocates gets results by navigating government with experience and integrity, and am very excited to become an integral part of their team. The opportunity to positively influence health care policy across the board is a dream come true."

Kraushaar joins Triadvocates after fifteen years with the Consumer Healthcare Products Association (CHPA -- http://www.chpa-info.org), which represents the \$30 billion non-prescription, over-the-counter medications and related health products industry. For the last nine years, Kraushaar managed CHPA's expansive federal and state government relations efforts as Vice President, Government Relations. Among many other accomplishments while at CHPA, Kevin led the charge for empowering consumers to use flexible health accounts for non-prescription medications.

Kraushaar joins Triadvocates' D.C.-based principals Steve Primrose, who formerly served as Chief of Congressional Affairs for the Drug Enforcement Administration; Hank Moore, who formerly served as Budget Chief for the Food and Drug Administration; and Public Affairs

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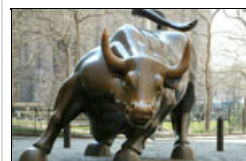


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Advisor Katie Vlietstra, who chairs the Congressional Affairs Task Force of Women in Government Relations.

Prior to joining CHPA, Kraushaar served as Legislative Director to former Michigan Congressman Carl Pursell, then ranking minority member of the House Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies. A graduate of the University of Michigan and the University of Detroit School of Law, Kraushaar also served as assistant counsel to Michigan's then-Senate Majority Leader John Engler, counsel to the Michigan Senate Judiciary Committee, and as an assistant prosecutor in Ann Arbor, Michigan.

Kraushaar brings the total number of Triadvocates' principals to eight. In addition to Primrose and Moore in D.C., Barbara Meaney, Mike Gardner, John Kelly and Julie Rees, as well as Kimberly, reside in Arizona.

John Daniels, Chair of the Executive Committee of Quarles & Brady, said, "Triadvocates is a superb organization with a deep and experienced team that consistently delivers meaningful results. We are proud to be affiliated with Triadvocates, and look forward to putting the dynamic teamwork of their enhanced federal capabilities and our expansive health care practice to work for a wide range of clients."

About Triadvocates

In six years, Triadvocates has become a pre-eminent public affairs firm in Arizona and has continued to expand its presence in Washington, D.C. Triadvocates represents a wide array of economic interests at the federal, state and local levels of government, including corporations, trade associations, local governmental entities, educational institutions, and nonprofit organizations.

In Washington, D.C., Triadvocates' federal policy and advocacy efforts are focused on health care and pharmaceuticals, financial services and appropriations matters, with additional depth and reach in the areas of energy and commerce, environment and taxation.

For more information about Triadvocates, please visit <http://www.triadvocates.com>.

About Quarles & Brady LLP

Triadvocates is affiliated with the law firm of Quarles & Brady LLP, with offices in Phoenix and Tucson, Arizona; Milwaukee and Madison, Wisconsin; Chicago, Illinois and Naples, Florida. For more information about Quarles & Brady, including information about its health care legal practice, please visit <http://www.quarles.com>.

Source: Triadvocates LLC

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