

Capitol Insight Joins GrayRobinson

TALLAHASSEE, FL – May 4, 2016 – GrayRobinson, P.A. announced Dean Cannon’s Capitol Insight, a statewide lobbying firm based in Tallahassee, has joined the firm. This makes GrayRobinson’s government relations and lobbying practice the largest such practice of any law firm in Florida and one of the largest groups of legislative and executive branch lobbyists in the state.

“Dean and his team will blend the power and experience of Capitol Insight into the statewide footprint of politically charged GrayRobinson,” said GrayRobinson President and Managing Shareholder Byrd F. “Biff” Marshall, Jr.

Capitol Insight was founded in 2012 by Dean Cannon, former Speaker of the Florida House of Representatives and former Shareholder with GrayRobinson.

Marshall continued, “Dean was with GrayRobinson for twelve years from 1995 until 2007. We are excited to have him back. He and his team, and the long-term relationships with decision makers and power players in the political field they bring, will be a tremendous asset to our clients.”

“This is an exciting new chapter for me and our team, and it reconnects me with many of the mentors and friends at GrayRobinson who positively influenced my legal and political career over the years,” said Cannon. “It’s a tremendous opportunity to work with the most talented group of attorneys and lobbyists in the state.”

Cannon will serve as Statewide Chairman of Government Affairs and Executive Vice President of GrayRobinson.

In addition to Cannon, the union adds six highly experienced government relations professionals:

- Larry Cretul, former Speaker of the Florida House of Representatives from 2009 to 2010 and Marion County Commissioner from 1994 to 2002.
- Rheb Harbison, former senior lobbyist with a national law firm before joining Capitol Insight, and director of legislative and communication policy and research for the chief justice of the Florida Supreme Court.
- Cynthia Lorenzo, former Director of Florida’s Agency for Workforce Innovation and Department of Economic Opportunity, and former Secretary of the Department of Juvenile Justice.

- Richard Reeves, former campaign manager for current U.S. Senator Bill Nelson and veteran lobbyist who founded his own lobbying firm before joining Capitol Insight;
- Kirk Pepper, expert political strategist who has worked to elect officials ranging from local governments to members of Congress to President of the United States.
- Joseph Salzverg, former campaign manager and political consultant, and legislative analyst for the Florida House of Representatives.

“I am proud of what Dean, myself and our colleagues have accomplished with Capitol Insight,” said Cretul. “We look forward to combining our strengths with those of GrayRobinson to build an unparalleled level of service for a diverse array of clients.”

Cannon began practicing state and local government law in 1995. He served in the Florida House of Representatives from 2004 to 2012, and served as Speaker of the House from 2010 to 2012. His legislative and executive branch lobbying experience includes representing private clients and local government entities on such issues as transportation, education, health care, insurance and appropriations. He has also handled civil litigation, administrative law, and regulatory matters before the Division of Administrative Hearings, and appellate matters before the district courts of appeal and the Florida Supreme Court.

Larry Cretul began his career in public service in 1994 when he was elected to the Marion County Commission, where he served for eight years, including two years as Chairman. In 2002, he was elected to the Florida House of Representatives and was selected by his peers in 2009 to serve as Speaker of the House from 2009 to 2010. Outside of public office, Cretul has been an active member and promoter of Florida's business community; he owned and operated a small residential construction business and worked as a real estate broker.

Rheb Harbison's career comprises more than 33 years of senior level public affairs experience. During this time, he worked alongside three chief justices of the Florida Supreme Court developing legislative and communications policy for the Court, and worked with former Florida Governor Bob Martinez as a senior lobbyist at a large national law firm. He also worked as Chief Government Affairs Professional for the Florida Chamber of Commerce, and has a broad range of experience in public affairs, lobbying, media relations, senior executive management, business development and marketing.

Cynthia Lorenzo's 15-year career in state government includes executive level and agency head appointments under the last four governors of Florida. She began her career in government in 1993 by serving as Deputy Communications Director for the Florida Department of Transportation. In 2005, she joined the leadership team at the Department of Juvenile Justice (DJJ), where she served as Communications Director and later as Chief of Staff. In 2006, Governor Bush appointed Lorenzo to serve as Secretary of DJJ. In 2007, Lorenzo was appointed by Governor Crist to serve first as Deputy Director and then as Director of the Agency of Workforce Innovation. Cynthia then led the department through its merger into the new

Department of Economic Opportunity, and she was appointed by Governor Scott as Interim Director and Chief Operating Officer.

Richard Reeves began his career in Florida politics working for current U.S. Sen. Bill Nelson during his 1990 gubernatorial campaign. In 1995, he moved to Tallahassee to serve Nelson in his role as Insurance Commissioner. In 1997, he served as campaign director for Nelson's 1998 re-election campaign. After Nelson's re-election, Reeves took on the role of finance director for Nelson's successful Senate campaign in 2000. In 2001, he began lobbying, specializing in education, workforce development, insurance, utilities and appropriation issues, among others. Reeves continued to maintain a presence in the political arena by serving as a consultant, and served Sen. Marco Rubio from 2004 to 2005 as a finance consultant during his successful campaign to serve as Speaker of the Florida House of Representatives.

For more than a decade, Kirk Pepper worked to elect officials ranging from the city council and mayor to Congress and President of the United States. He has also worked to re-elect the President in roles both inside the national campaign headquarters and, ultimately, heading the Republican National Committee's efforts on behalf of the President in Missouri. In 2004, he was instrumental in the President carrying the state of Missouri, along with re-electing a U.S. senator and electing a new governor. Since 2005, Pepper has played senior roles, serving as a manager, a confidant, a policy advisor and a strategist in Florida politics, electing governors, members of the cabinet and legislative leaders along the way.

Joseph Salzverg is an attorney and lobbyist who has several years of experience in Florida's political and public policy arenas. He has served as a campaign manager and political consultant to several members of the Miami-Dade Legislative Delegation during the last several election cycles. He has also served as a Legislative Analyst for the Regulatory Affairs Committee in the Florida House of Representatives. Joseph lobbies Florida's legislative and executive branches of government, on issues relating to insurance, utilities, health care, growth management, local government, and regulated industries.

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About GrayRobinson, P.A.

Founded in 1970, GrayRobinson is a full-service law firm providing legal assistance across the state of Florida. With nearly 300 attorneys and 13 offices throughout Florida, GrayRobinson proudly provides legal assistance for Fortune 500 companies, emerging businesses, lending institutions, local and state governments, developers, entrepreneurs and individuals. GrayRobinson has continued to stay ahead of the curve with a firm commitment to creativity and innovation. For more information, visit www.gray-robinson.com.