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Lobbying firm unveils new name and website

Madison, WI - Schreiber GR Group is the new name for the lobbying firm of Martin Schreiber & Associates. The firm's new website can be found at www.sgrwi.com.

Schreiber GR Group (SGR) reflects three key pieces of what the lobbying firm is today. **Schreiber** is the name of the firm's founder, former Governor Marty Schreiber, who started the firm nearly 30 years ago. **GR** reflects the firm's core service, **G**overnment **R**elations consulting. **Group** represents the firm's strategy to provide a team of bipartisan lobbyists and public affairs specialists for its clients.

The state lobbying firm is one of the largest and most successful in Wisconsin, providing government relations at the State Capitol and in Milwaukee for Fortune 500 companies, trade associations, governments, nonprofits and others.

"We have long-term relationships with most of our clients, which is a reflection of our history of success, regardless of political control, for almost three decades," stated shareholder Ken Walsh. "We may have changed our name, but our commitment to providing real value for our clients will never change," said shareholder Jeremy Shepherd.

The SGR approach enables the firm to draw upon more than 100 years of combined experience in state government, with five licensed lobbyists and three experienced research and support staff. SGR has offices in Madison and Milwaukee.

"We felt strongly about the including the word 'group' because our team approach to serving our clients is unique," shareholder Annie Early said. "In fact, we recently added a new team member as part of our ongoing commitment to provide success for our clients."

Shareholder Bill McClenahan added, "We each have special skills, experiences and networks of relationships with government decision-makers. Our clients benefit from a wider and deeper pool of resources compared to what others can offer."

Ken Walsh, Jeremy Shepherd, Annie Early, Bill McClenahan and George Ermert are registered lobbyists. Denise Cifaldi is a shareholder and is the firm's business administrator. Brooke Younggren is the firm's client services manager. The team's most recent addition, Travis Theisen, serves as a policy and research analyst. Former Milwaukee alderman Mike D'Amato is also a member of the team, serving client needs at the local level in Milwaukee.

"Through hard work and dedication, the team of professionals at Schreiber GR Group has continued to grow the business and proven themselves in the Capitol as a top lobbying firm in Wisconsin," stated former Governor Marty Schreiber. "I know they will be successful on behalf of their clients for another 30 years."

Governor Schreiber's focus today is raising awareness about the challenges of caregiving for family members with Alzheimer's disease or other forms of dementia. He travels nationally, sharing his own experiences caring for his wife, Elaine. He details the missteps he made and the lessons he learned in an acclaimed book, *My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver*.