

# Michael Best Strategies: Adds PR executive Evan Zeppos to team

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Madison, WI – Michael Best Strategies today announced that Evan Zeppos has joined the firm as a Senior Public Affairs Counselor to help expand and enhance the public affairs and public relations services it provides to a broad range of local, regional and national clients.

“Michael Best Strategies already has a highly-qualified team of professionals who work closely with businesses and organizations on various government relations and public affairs assignments, and adding someone with Evan’s considerable track record and skill set takes our organization to another level,” said Ted Kanavas, Chairman of Michael Best Strategies. “Evan has significant experience working with C-suite level executives on major issues, and a strong track record of successful public affairs projects on challenging assignments during his career, and we are thrilled to have him join our already strong team.”

Zeppos was the founder and owner of Zeppos & Associates, a Milwaukee based public relations and government affairs firm, before selling it to Laughlin Constable in 2012. For the last five years, Zeppos has served as Executive Vice President of Public Relations at Laughlin Constable and headed its public relations department. Prior to working in the private sector, Zeppos also worked for two Wisconsin Governors and several Members of Congress on Capitol Hill. He is a UW-Madison journalism graduate and a Milwaukee native who currently resides in Brookfield.

“The opportunity to join Michael Best Strategies and return my focus to strategic public relations, crisis communications and issue management is a great opportunity,” Zeppos said, “and I look forward to an exciting future as we expand the service offerings.”

“Evan’s knowledge base on issue management and strategic communications in Wisconsin and other parts of the country is well established, and his addition to our team increases our ability to be a value-added resource to our clients,” said Robert Marchant, President of Michael Best Strategies. “His work has been recognized by various associations with local and national awards, and he has earned respect and professional admiration from his clients, colleagues and others for his work and ability to build positive relationships and deliver results. We are very pleased to have him join our Michael Best Strategies team.”

Marchant added that Zeppos will continue working on some of his existing clients and provide services to various Michael Best Strategies clients.

Zeppos joins Michael Best Strategies effective July 5, 2017.

### **About Michael Best Strategies**

Michael Best Strategies focuses on achieving clients’ objectives through unparalleled strategy development and deployment for implementation, pragmatic guidance on public policy development, and government relations. The Strategies team specializes in a full range of services, including government relations, public policy consulting, grassroots advocacy, public affairs, conference planning, and strategic political relationships. For more information, visit [michaelbeststrategies.com](http://michaelbeststrategies.com).

### **About Michael Best & Friedrich LLP**

Michael Best is a leading law firm, providing a full range of legal services to clients on a local, regional, national, and global basis. The firm has more than 220 attorneys in Milwaukee, Madison, Waukesha and Manitowoc, Wisconsin; Chicago, Illinois; Salt Lake City, Utah; Washington, D.C.; and Austin, Texas. Michael Best’s main areas of practice include: intellectual property, labor and employment relations (including employee benefits), litigation, and transactional (including corporate, tax, real estate/project development and financing, and wealth planning). For more information, visit [michaelbest.com](http://michaelbest.com).