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LONG-TIME FLORIDA POLITICO LAUNCHES BOUTIQUE LOBBYING FIRM

– Armory Hill Advocates to focus on nonprofit, healthcare arenas –

Tallahassee, Fla. – Jon B. Rawlson, a veteran lobbyist and former healthcare executive, today announced the launch of a new governmental affairs firm, Armory Hill Advocates. As founder and president of the new firm, Rawlson will use his 25 years of experience in public affairs, government relations, and grassroots advocacy, to work on behalf of healthcare and nonprofit clients throughout Florida and Washington, D.C.

“I have helped national corporations, private companies, and community organizations build networks of advocates, develop priorities and maximize outcomes for more than 20 years,” said Rawlson. “With a focus on small businesses and companies making less than \$300 million per year, Armory Hill Advocates is in the best position to serve our clients and deliver results. Our expert knowledge and experience in government affairs, public policy, and community engagement is unmatched. With locations in Florida – Orlando and Tallahassee – and the nation’s capital, we look forward to developing winning strategies while extending the reach of our clients.”

Prior to launching Armory Hill Advocates, Rawlson served on the government relations teams at two prominent national law firms, Akerman Senterfitt and Baker Hostetler. He has expertise working in the areas of national healthcare, tax policy affecting nonprofit organizations, and transportation at the local, state, and federal levels.

Before his time with Akerman Senterfitt, Rawlson led federal and state government relations at PharMerica, then AmerisourceBergen’s long-term care subsidiary. During his tenure with PharMerica, Rawlson established the company’s grassroots advocacy network, launched a federal political action committee (PAC) and led advocacy efforts with industry partners, clients, and vendors. He also coordinated corporate outreach to national and state Democratic and Republican political parties, legislative organizations, and non-government organizations.

In 2001, Rawlson was appointed by Florida Governor Jeb Bush to serve on the East Central Florida Regional Planning Council. For nine years, three of which he served as chairman, Rawlson collaborated with council members and community leaders overseeing large scale development in East Central Florida. Rawlson’s experience also includes work with Gentiva Health Services, Florida Medical Association, U.S. Treasury Department (George H.W. Bush Administration), and U.S. Health and Human Services Department (Ronald Reagan Administration).

For more information, visit Armory Hill Advocates <http://armoryhilladvocates.com/> and follow Rawlson on Twitter [@jonrawlson](https://twitter.com/jonrawlson).

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