

Kassy Perry
President/CEO, Perry Communications Group, Inc.

As President and CEO of Perry Communications Group, Inc., Kassy is responsible for the creative direction and account management for all of the firm's clients, and oversees the planning and execution of all public relations efforts, including media relations, grassroots coalition building, ally development, crisis management, and special event planning.

A graduate of the University of California at Davis, Kassy is a former television news producer and has managed public affairs for the California Department of Health Services, California Department of Mental Health, and the California Health and Welfare Agency. She also served as Deputy Communications Director and the chief spokesperson on health care, welfare reform and immigration issues for Governor Pete Wilson.

Recently named Sacramento's "Public Relations Professional of the Year" and one of Sacramento Magazine's "10 Rising Stars," Kassy has managed dozens of national and statewide public relations campaigns, including the National Colorectal Cancer Research Alliance (NCCRA) launched in March 2000 by *Today Show* anchor Katie Couric, cancer crusader Lilly Tartikoff and the Entertainment Industry Foundation.

Kassy has organized grassroots advocacy and public affairs campaigns targeting state governments as well as the federal government. These campaigns include the award winning ACCESS Campaign that resulted in the inclusion of state of the art medications for individuals with schizophrenia on the California Medicaid formulary in record time.

Kassy is also a founding member of Citizens for the Right to Know (RTK), a coalition of voluntary health associations, health care provider organizations and patient advocacy groups whose goal is to ensure disclosure and basic consumer fairness within managed care. Recently, the coalition was successful in encouraging the State of California to require six health plans to add restricted medications to their drug formularies, an unprecedented action by a state agency.

Business leaders in 12 foreign nations have benefited from Kassy's perspective and experience as she has traveled abroad to assist her clients with their sales objectives.

Kassy volunteers her time to many community and health care-related causes, including time as a Board Member for the Arthritis Foundation, NE California Chapter, and as an editorial advisory board member for the O'Connor Report, a national health policy newsletter. She recently completed a 2-year term serving on the Governor's Committee for Tobacco Research and Education, where she was involved in the oversight and strategic planning for the allocation of Proposition 10 anti-tobacco educational funds.

As President of Perry Communications Group, Kassy has cultivated an environment of "doing well by doing good" by melding the mutual interests of the for-profit health care community with those of the patient advocacy community.

During each of the past five years, Perry Communications Group has garnered more awards from the Sacramento Public Relations Association for its public affairs materials and campaigns than any other area firm.

Kassy's clients know her for the competitive spirit with which she tackles each new project and challenge. That spirit of competition also thrives on the weekends as she travels throughout the state competing at equestrian events with her champion show jumper Beetle Juice.

Kassy has two daughters, Morgan and Kaitlin, who also love horses. In addition, they are active in team sports, including soccer, baseball and softball. They reside in Sacramento, California.