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As partner and the leader of the firm's employee benefits practice group, Greg Ash helps his clients maximize the value and minimize the risks inherent in their benefit plans. With more than 25 years of experience, Ash translates complicated legal issues under ERISA and the Internal Revenue Code into meaningful decision points for employers. He forecasts risk and identifies opportunities to help his clients meet their business objectives. Ash knows the retirement industry inside and out, representing not only employers but also large record keepers and other service providers. Shortly after the Affordable Care Act was passed, Ash led a team of lawyers that was selected to advise franchisees of a large restaurant chain concerning the new health care rules. He advises clients on the entire spectrum of benefits issues, including retirement, health and welfare, and executive compensation matters. Ash is also the leader of the firm's ERISA litigation practice. He uses his substantive knowledge of ERISA and the tax code to create unique litigation avoidance strategies and, when necessary, winning defense arguments. He writes and speaks regularly to industry groups, including the American Conference Institute's National ERISA Litigation Conferences. Ash is a graduate of the University of Kansas School of Law.