



FOR IMMEDIATE RELEASE
January 15, 2014

CONTACTS:

Rob Jones | Rob@NewSouthSP.com | (804) 648-6299

Chris Saxman | Chris@NewSouthSP.com | (540) 294-0680

New South is a partnership between two established names in Virginia, Chris Saxman and Rob Jones. This team is joining forces to create New South Strategic Partners, a public affairs and business strategy services firm. New South SP will be guided by its extensive state and local government experience, in both the legislative and executive branches.

In an era of government gridlock and heightened partisanship, New South SP will offer common-sense solutions to common problems. With the shifting political landscape in Virginia, many of the challenges facing the Commonwealth require responses that both Democrats and Republicans can support. The New South SP team recognizes that our elected officials need to be pragmatic and can do so without compromising their principles.

New South SP will assist organizations in Virginia and surrounding states. Increasingly, individuals and organizations are confronting common challenges that require a collaborative response from government at multiple levels. The New South SP principals have strong relationships with political, business and nonprofit leaders across the Commonwealth. The team will benefit from these relationships in building a consensus among state and local leaders in solving these common challenges. New South SP will be utilizing the services of the Alliance Group to assist with client needs.

www.NewSouthSP.com

2201 W. Main Street; Richmond, VA 23220

Meet the New South Team

Chris Saxman, Partner

Chris Saxman is a businessman and retired politician with extensive trade association experience. He now works as a political coach, speaker, and consultant since retiring from his seat in Virginia's House of Delegates in 2010, a position he had held for eight years. Prior to running for the House in 2001, Chris helped lead his family business, Shenandoah Spring Water, in his hometown of Staunton, Virginia. Chris also worked as Co-Chair of the McCain Virginia campaign, Co-Chair of Governor Bob McDonnell's K-12 Transition, and Chairman of Virginia's Cost-Cutting Caucus. He also is a past President of the International Bottled Water Association and currently sits on the IBWA Executive Committee.



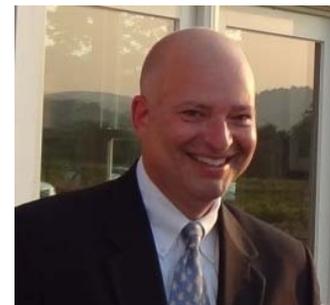
Chris has become a key strategic consultant for numerous campaigns and candidates with his company, Saxman Consulting. He also is the Executive Director of the Virginia Political Leadership Innovative Institute, a non partisan nonprofit group which prepares business people to run for public office. Governor McDonnell recently appointed Chris to the Southern Region Education Board. In addition to education, he has significant experience in energy, transportation, and business issues.

Chris and his wife, Michele, have four children ranging in age from 19-10.

Chris earned his B.A. in History from Washington and Lee University.

Rob Jones, Partner

Rob Jones is the founder and CEO of the Alliance Group in Richmond, Virginia. An attorney by training, Rob was a member of the government relations team at the law firm of Mays and Valentine (now Troutman Sanders), a Richmond city councilman, and one of Virginia Governor Gerald L. Baliles' senior staff members before taking on his own business. Rob serves on the board of directors for the Virginia's Council of CEO's, Leadership Metro Richmond, and the YMCA Model General Assembly. He is also an active member of the Virginia Chamber of Commerce, the Greater Richmond Chamber of Commerce, and RichTech.



Through his positions in the Richmond government, Rob developed extensive relationships with elected and appointed officials at the local, state, and federal levels. He has worked with a number of clients to assist them with business to government needs. In addition to building relationships with clients, Rob is also a very hands-on manager in the office, making sure to stay involved in all aspects of client work at the firm.

Rob graduated from The University of Virginia, McIntire School of Commerce and holds a J.D. from Lewis & Clark, Northwestern School of Law.

www.NewSouthSP.com