



**FOR IMMEDIATE RELEASE**

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**Southern Strategy Group Joins  
Florida Chamber of Commerce Lobbying Corps**

**TALLAHASSEE (December 5, 2011)** – The Florida Chamber of Commerce announced today that Southern Strategy Group (SSG) has joined its already extensive team of lobbying professionals. The addition of SSG to the Florida Chamber lobbying program takes Florida’s voice of business to over 30 lobbyists, making it one of the largest and most experienced business lobbying programs in Tallahassee.

As legislative partners with the Florida Chamber, SSG joins with more than two-dozen of the state’s most trusted, successful and well-connected lobbying professionals advocating for Florida’s business community. As the voice of Florida business, SSG will support the Florida Chamber’s advocacy efforts toward legal reform, insurance reform, education reform, lowering the cost of doing business for job creators and the full [Florida Business Agenda](#). The addition of another top flight lobbying firm to the Florida Chamber is another step in our strategy to secure Florida’s future.

“As we continue to ramp-up our efforts in Tallahassee and Washington, adding the team at Southern Strategy Group will further advance our work to move Florida toward a strengthened and more diversified economy,” said David Hart, Executive Vice President of the Florida Chamber of Commerce. “This addition is another part of the Florida Chamber’s overall effort to secure Florida’s future and return Florida to the No. 1 private sector job creator in the nation.”

“We’re thrilled to join the Florida Chamber’s team and look forward to aggressively advancing a pro-business agenda before the Florida Legislature and state agencies,” said Paul Bradshaw, founder of Southern Strategy Group. “Nothing is more important than creating high-paying jobs for Florida’s families, and it’s a privilege to be associated with the Florida Chamber’s well-planned effort.”

Founded in 1999 by Paul Bradshaw, SSG has five offices located in Florida – including its office located in Florida’s capital city.

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*Established in 1916 as Florida's first statewide business advocacy organization, the Florida Chamber of Commerce is the state's largest federation of employers, chambers of commerce and associations, representing more than 139,000 employers. The Chamber works within all branches of government to affect those changes set forth in the annual Florida Business Agenda, and which are seen as critical to the continued improvement of Florida's business environment. Visit [www.FloridaChamber.com](http://www.FloridaChamber.com) for more information.*