

“Fresh Starts” – December 2009

Greetings and happy holidays, we are the four FLS Connect partners.

First of all, let us be the first to welcome you to our new home on the web, along with the rollout of our new [Facebook page](#).

As we built our site over the last few weeks, we decided to branch out with some new features, to allow us to communicate more easily with you. We started this “Partner Perspective” section as a way for us to publish our ideas and thoughts about current news, upcoming campaigns, new FLS products and any relevant discussions for our clients, colleagues and friends. These ramblings used to take place in a conference room or during a strategy meeting – we wanted to take it online.

As we branched out and starting thinking about our new site, we also began reviewing 2009 and how this year affected our company. In less than a year, we saw the inauguration of a new President, an introduction of his legislative agenda, a gradual decrease in his approval ratings and finally, the election of two Republican Governors just over a month ago.

The way we see it, the number one thing to take from 2009 is that people are always looking forward for something new; the next big thing; a fresh take on things. Citizens are always looking for fresh ideas, new products and as much as it pains us to say it, change. We saw that in both Virginia and New Jersey with the elections of Bob McDonnell and Chris Christie, both of whom ousted incumbent Democrat Governors.

As political operatives first and foremost, our company always realizes that there are improvements to be made as we explore the next big thing for our clients. Over the coming year, “Partner Perspective” will take a fresh approach to talk about how we are working for the next big thing so that our clients are always succeeding.

Thanks again for reading and we look forward to updating you more over the next year (and beyond) with some of FLS Connect’s fresh ideas.

Rich Beeson, Tony Feather, Jeff Larson & David James
FLS Connect Partners



Target Defined. Message Delivered.