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New decade produces same client success rate

RDP campaigns start new decade with same perfect record as previous cycles

[Huntersville - NC] – As a new political decade began with the 2010 election returns this week principals at Rosebay Development Partners (RDP) jokingly considered modifying the company slogan from “We are in the business of winning” to “We are in the business of winning – big!”

“We were very fortunate to have extremely gifted and talented political clients in 2010 particularly in North Carolina,” said Jay Wilson, President of RDP. “They completely entrusted our ability to produce a solid fundraising mechanism in place in addition to operating much of their communications programs. The end result in North Carolina for RDP clients was an average victory margin of 79-21% which is a pretty remarkable accomplishment.”

RDP, LLC based in Birmingham, AL with offices in Huntersville, NC is a consulting firm with its core system revolving around a rock solid fund-raising system that has the ability to produce record setting results. Because of the company principals’ decades of experience it also offers communications solutions reflective of the technology era.

Neal Orr, Executive Vice-President of RDP, spearheaded the NC political day-to-day operations. “Our time management concept to political campaigns not only provided our clients the ability to set records in fundraising, but it allowed them to maintain great balance with other important facets of their life,” said Orr. “Working smart versus working hard sounds good in theory but often is more difficult to practice without proper discipline. This year’s results clearly should prove that a candidate can reach monumental success with the campaign while maintaining proper time allocation to family and professional obligations.”

Since the election this week, RDP clients have been mentioned in various news outlets not only for their campaign success but the potential they hold for leadership positions in the future.

“Our goal is to position our clients firmly to provide them options beyond just winning one election,” said Orr. “The process from which our system is built is based on relationship building. We had two legislative clients that collectively accumulated in excess of one-quarter million dollars and we had a grand total of two fundraising events between them. Our emphasis is on quality versus quantity and that leads to better opportunities in the future.”

For more information on Rosebay Development Partners, LLC visit our website at www.rosebaydp.com. Please consider subscribing to our blog at <http://rosebaydp.wordpress.com> for business information.

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