



7704 Leesburg Pike
Falls Church, VA 22043

Phone: 703-903-9797
Fax: 703-903-8850

Inform. Strategize. Connect.

WHO WE ARE

Core Competencies Description

In full collaboration with clients and with full benefit of our extensive resources and internal capabilities, Odell, Simms & Lynch, Inc. delivers comprehensive marketing and communication services with measurable results.

Core Competencies

- **Extensive Network of Contacts** – For years, Odell, Simms & Lynch, Inc.'s executives and project teams have cultivated relationships with executives, philanthropists and other influential individuals and entities throughout the country and world, ensuring direct access to those decision makers who are most critical to client success in the marketplace.
- **Award Winning Database System** – Odell, Simms & Lynch, Inc.'s proprietary customer relationship management system combines a standard platform with social network analysis to identify and illustrate connections between individuals and organizations. This tool, developed by Q-Industries for use with SugarCRM, was selected as the “Most Creative Implementation” at this year’s SugarCRM Awards.
- **Access to Valuable Resources** – Odell, Simms & Lynch, Inc.'s experienced research professionals provide clients with targeted business intelligence using the most up-to-date resources, giving clients access to comprehensive information and other valuable industry tools.
- **In-house Market Research Team** – Odell, Simms & Lynch, Inc. has a dedicated team of experienced market researchers who perform primary research by speaking directly with key decision makers to gain business intelligence and cultivate valuable relationships.
- **Industry Partnerships** – Odell, Simms & Lynch, Inc. has established strategic partnerships in order to provide the breadth and depth of expertise necessary to assist clients regardless of the size and scope of their projects.



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EXECUTIVE BIOGRAPHIES

John M. Simms, President and CEO - John Simms guides fundraising and marketing campaigns for OSL's clients and manages the company's business affairs. A 20 year veteran of both politics and strategic marketing, Mr. Simms is also the President and owner of CMDI, Inc., an information management company that provides marketing and support services to OSL and its clients. A graduate of the Emory University School of Law, he is a member of the Mississippi, Georgia, District of Columbia, and American Bar Associations.

Anthony J. Lynch, Senior Vice President - Tony Lynch oversees OSL's domestic and international economic development projects and manages OSL's extensive network of corporate and philanthropic contacts. Before joining OSL in 1987, he worked for the Corporation for Public Broadcasting, the National Republican Senatorial Committee, and his own company that raised millions of dollars for capital campaigns.

Robert P. Odell, Jr., Founder and Chairman - Bob Odell has garnered international recognition for his innovative and diverse fundraising, marketing, and economic development campaigns. Having served as Executive Director of the Republican National Finance Committee from 1969-74, he has provided senior finance consulting services to the campaigns of almost every Republican presidential nominee since 1970. In addition to overseeing and contributing to strategic marketing campaigns for OSL's clients, Mr. Odell has served as a New Hampshire State Senator since 2002.

George Waldmann, President, SWA Direct – George Waldmann manages OSL's division specializing in direct marketing campaigns on behalf of nonprofit, charitable and political organizations. Since joining the firm in 1983 as a copywriter and creative director, George has written successful fundraising letters for the signatures of three U.S. Presidents, in addition to hundreds of letters by nationally known figures in politics, business and the arts. Under his leadership, the division has raised nearly \$1 billion for our clients, and won numerous awards for creativity and client service.



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Paul Cotton, Executive Vice President, SWA Direct - Paul Cotton manages the creative and implementation phases for a number of OSL direct marketing clients. His direct marketing career spans more than twenty-seven years. During this time he has conceived and implemented direct marketing programs for more than 100 clients in the non-profit and commercial arenas utilizing direct mail, space advertising, telemarketing, and direct response television. These programs include membership acquisition and retention, fundraising, subscription development, and product sales. Direct marketing programs developed by Paul have generated revenue in excess of \$300 million.

Stephen H. Winchell, Senior Consultant, SWA Direct - In 2005, Stephen Winchell, sold his 29 year old direct mail agency to Odell, Simms and Associates. During those years, SW&A produced and mailed more than 800 million letters and raised over 1.2 billion dollars for a wide range of political and non-profit organizations, including the Republican Party, the Statue of Liberty-Ellis Island Foundation and the Heritage Foundation. Mr. Winchell serves in a consulting capacity creating new marketing programs for current OSL clients and assisting in the development of new clients for the company.



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WHAT WE DO

Economic Development

Odell, Simms & Lynch, Inc. provides comprehensive services to economic development agencies worldwide achieving measurable growth in inward investment and job creation.

Direct Marketing

Odell, Simms & Lynch, Inc.'s direct marketing division, SWA Direct, is a nationally recognized provider of direct marketing fundraising for charitable, non-profit and patriotic organizations.

Fundraising & Sponsorship

Odell, Simms & Lynch, Inc. provides strategic major donor fundraising counsel to non-profit organizations and has assisted in raising hundreds of millions of dollars for worthy programs and campaigns over the past three decades.



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ECONOMIC DEVELOPMENT

Odell, Simms & Lynch, Inc. provides comprehensive services to economic development agencies worldwide achieving measurable growth in inward investment and job creation. Odell, Simms & Lynch, Inc. also offers aftercare support to retain existing investors and encourage business expansion, ensuring sustainable growth and safeguarding jobs. Our market intelligence and business networking provide our clients with actionable information and access to key decision makers.

Our unique assets and capacities include:

- Corporate Intelligence Reports
- Lead Generation and Qualification
- Company Meetings
- Inward Visits
- Aftercare Services
- Corporate Meeting and Event Planning



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DIRECT MARKETING

Stephen Winchell & Associates

Stephen Winchell & Associates (SWA Direct) is a nationally recognized direct response fundraising agency working on behalf of charitable, nonprofit and patriotic organizations. In 2005, Odell, Simms & Lynch, Inc., acquired SWA Direct which now operates as the dedicated direct marketing division within OSL.

SWA Direct clients benefit from our vast experience, having raised more than a billion dollars nationally and internationally through mail, e-mail and the internet. SWA Direct continues our commitment to providing clients with a complete set of marketing tools to reach their target audience of potential donors, members and activists. Whether an organization is new and trying to position itself in the marketplace for the first time, or well established with an existing direct marketing program, SWA Direct can help raise the money needed to fulfill the missions of America's nonprofits.

Our unique assets and capacities include:

- Direct Mail Fundraising
- Electronic & Internet Fundraising
- Issue Advocacy
- Graphic Design
- Mailing Lists
- Telemarketing



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FUNDRAISING

Over the past three decades, Odell, Simms & Lynch, Inc. has raised hundreds of millions of dollars on behalf of non-profit organizations worldwide. This proven record of success is a direct result of the firm's ability to develop customized and flexible programs that fit the unique needs of each client by developing and executing customized, comprehensive and integrated fundraising programs. Odell, Simms & Lynch, Inc. does more than just advise – we work as part of your team to develop practical objectives, identify realistic goals, implement effective plans and accomplish measurable results.

Our unique assets and capacities include:

- Major Donor Identification and Cultivation
- Corporate Sponsorship
- Campaign Strategy and Design
- Leadership Recruitment and Development
- Grant Writing
- Board Development
- Feasibility Studies
- Corporate Meeting and Event Planning