

RED PILLAR CONSULTING, LLC

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NEW POLITICAL CONSULTING FIRM IN HUDSON VALLEY

Offers free initial consultation to Republican candidates and committees

WARWICK, NY – “No campaign too big or too small.” That’s what John Hicks, President and CEO of Red Pillar Consulting, LLC says about his new political consulting firm. The four principals of the firm first met when they helped to elect Rep. Nan Hayworth (NY-19) in 2010.

Hicks (Warwick) has worked in politics for forty years. He served for many years as a county party chairman, served as an elected public official, and has managed dozens of successful campaigns, including one of a successful congressional challenger.

Jesse Dwyer (Greenwood Lake), a veteran of congressional, county, and local campaigns, and himself an elected official, is an expert in logistics and timeline management. “At 26, Jesse’s grasp of the fundamentals and logistics of political campaigning is incredible,” said Hicks. “He has honed his private sector marketing and development skills by leading several Hudson Valley companies in their marketing efforts.”

Charlie Banks (Nyack) brings to the firm a background in online media management and polling at a nationally recognized firm, and he has applied these skills to campaigns ranging from local all the way up to presidential. Hicks says he has “never met someone with his combination of skills and political instincts.”

Though Michael Knowles (Bedford Hills) only recently graduated from Yale University, he has already served as a senior advisor to candidates seeking a broad range of offices, including President of the United States. “Michael is a keen judge of character and abilities in a candidate, and he uses that insight to produce written and audio/visual components for a campaign that compel voters,” Hicks said.

The experts at Red Pillar believe that their combination of talents is not often, if ever, found in a political consulting firm. Services include identifying the first steps in running for office, organizing political committees, fundraising, petitioning, securing the nomination, issues research, polling, direct mail design and techniques, web- and social media-based strategy and outreach, press releases, radio and TV ads, getout-the-vote activities, and election day operations, including ballot security.

“Entering into the political arena and conducting a good campaign can be a daunting experience. Our firm can help make the process much easier. In order to introduce our team and our skills, we are

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offering a free one time consultation to any candidate or political committee within the lower Hudson River Valley,” Hicks said. “We’ll go anywhere.”

Red Pillar works directly with many other businesses and individuals, including printers, mail houses, and specialty firms specializing in the needs of political candidates and committees, thus insuring the best possible price and most effective outcome of critical strategies used in running a winning campaign.

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