



**FOR IMMEDIATE RELEASE**

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## **SD&A Expands its Nonprofit Fundraising Operations with New Call Center**

*The Nation's Leading Telemarketing Firm for Nonprofit Organizations Opens a State-of-the-Art Call Center in the Tri-State region of West Virginia; New Location Increases SD&A's Calling Capacity to Better Serve the Needs of Client Organizations.*

LOS ANGELES – SD&A Teleservices, Inc. has expanded its operational capacity once again with the opening of its newest phone room, located near Marshall University in Huntington, West Virginia.

Outfitted with the latest technology and supervised by an expert manager with more than 20 years of experience, the new call center will allow SD&A to broaden its fundraising capabilities and diversify its reach in the nonprofit world. All campaigns at the new call center will be powered remotely by SD&A's cutting-edge dialer in Los Angeles.

“We are always looking for new and innovative ways to help nonprofit organizations reach and exceed their revenue goals,” said SD&A President and CEO Steve Koehler. “By increasing the overall number of calling stations across our company, and by having call centers in multiple time zones, we can now offer our clients more choices and even greater flexibility for their calling programs.”

SD&A's West Virginia call center is staffed by a local team of experienced callers who lost their jobs when the previous call center they were working for went out of business. With a seasoned, ready-to-work talent pool already in place, SD&A's senior leadership saw the opportunity to build a new call center in Huntington as a good investment for both SD&A and the community.

“Steve [Koehler] and I worked diligently to cultivate this opportunity—from vetting the manager, to meeting the prospective employees, to touring the city and understanding the community we are investing in,” said Zach Siegel, Vice President of Operations at SD&A's National Call Center in

Los Angeles. “Our new employee partners in Huntington are experienced, talented and eager to work on behalf of SD&A’s clients.”

Historic Huntington, located on the Ohio River where Kentucky, West Virginia and Ohio converge, is home to a busy inland port that was once the western terminus of the Chesapeake and Ohio (C&O) Railway. Set in the scenic foothills of the Appalachian Mountains, Huntington is a largely industrial city that is also home to the Huntington Museum of Art, Huntington Symphony Orchestra and Marshall University.

**About SD&A:**

Since 1983, SD&A has designed and managed more campaigns for a wider variety of nonprofit organizations than any other telemarketing firm in the country. It has enjoyed successful partnerships with performing arts organizations, museums, public broadcasting stations, animal rights and welfare groups, environmental organizations, political candidates and committees, relief organizations, colleges and universities, human and civil rights organizations, botanical gardens, zoos, aquariums, libraries, hospitals, and many other nonprofit causes. In the process, the company has raised well over a billion dollars in revenue for its clients.

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