



ADVANCEMENT
S O L U T I O N S

65 Kirkwood North Road SW
P.O. Box 3018
Cedar Rapids, Iowa 52406-3018
Phone: 319-362-7483
Fax: 319-362-7457

FOR IMMEDIATE RELEASE

Nationally - Recognized Consultant John H. Taylor Heads “Advancement Solutions” Consulting Group

Atlanta, GA (May 4, 2006) – *Advancement Solutions*, formerly Burdenski & Taylor Consulting Group (BTCG) - a leading provider of advancement services, annual giving strategy, and staff and board development consultative services – announced today the offering of products and services under its newly established name.

With the expertise of Mr. Taylor (Principal), award winning national and international speaker and consultant Jennifer Warwick (Managing Director), and other key associates, *Advancement Solutions* is dedicated to effecting change and improving performance for nonprofit organizations. The company achieves results by utilizing data analysis tools, program evaluation, planning methods, and best practices developed through work with hundreds of nonprofit organizations to enhance advancement initiatives.

John Taylor helped establish *Advancement Solutions* after two years as Vice President, Research & Data Services with the Council for the Advancement & Support of Education (CASE). Previously, Taylor held the position of Director, Alumni & Development Records for fourteen years at Duke University in Durham, North Carolina.

“This consulting team combines some of the best talent and expertise in the industry,” Taylor stated. “Our ability to provide best practices consulting is strengthened by the re-organization and structuring of goals that will meet the needs of nonprofit organizations world-wide. We focus on the base of the fundraising pyramid: advancement services, annual giving strategy, and staff and board development.”

In addition, *Advancement Solutions* will host the Annual Advancement Academy (July 18-20, 2006 in Las Vegas, Nevada). Sponsored by RuffaloCODY and attended by more than 200 industry professionals, the Academy offers expertise in the areas of advancement, annual giving, constituent relations/stewardship, management and

phonathon success. Visit their Website at www.advancement-solutions.com to learn more.

About the Company

Founded in 2004, *Advancement Solutions* (formerly BTCG) provides best practices consultative services to nonprofit organizations around the world. John H. Taylor leads the organization as principal with more than 18 years in the industry.

Taylor has played a significant role in fundraising, research and reporting for nonprofit organizations and was the editor for Advancement Services: Research and Technology Support for Fund Raising, CASE Books, 1999 and consulting editor for CASE Management & Reporting Standards (3rd edition).

Advancement Solutions is an independently operated division of RuffaloCODY with offices in Atlanta and Los Angeles.

Website: www.advancement-solutions.com

Media contact:

Angela Worrell

319-362-7483

angela.worrell@ruffalocody.com

John H. Taylor

john@advancement-solutions.com

Jennifer Warwick

Jennifer@advancement-solutions.com