



For Immediate Release
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The Sterling Corporation Announces Strategic Partnership with the Macomber Group, LLC

Lansing, MI - The Sterling Corporation, today, announced its strategic partnership with the Macomber Group, LLC, adding statewide campaign veterans Rob and Lindsay Macomber to the Sterling footprint.

The Macomber Group, LLC was formed in April by the husband and wife duo to provide general campaign and fundraising consulting services to Republican candidates throughout Michigan. This partnership will significantly expand Sterling's already established presence in retail candidate campaigns.

A fourteen year veteran of the legislative and political arenas, Rob was previously Director of Party & Candidate Assistance at the Michigan Republican Party where he served as Chairman Saul Anuzis' liaison to the party's elected officials, state and local party leadership, and advisor to Republican candidates at all levels. In addition, Rob managed all major party events, including five state party conventions, and directed logistics for the 2007 Michigan Republican Party Presidential Primary Candidates Debate in Dearborn. He is a 2009 Fellow of the Michigan Political Leadership Program.

Lindsay, a veteran of the record-breaking MIGOP field organization during the 2004 and 2006 cycles, brings a unique blend of campaign, association/PAC and issues management experience to Sterling where she will focus primarily on fundraising. Lindsay is 2008 Fellow of the Michigan Political Leadership Program, and prior to this venture, worked on the Public Policy staff at the Michigan Association of REALTORS, as well as for a multi-client lobby firm.

"Having watched the Macomber team assemble a book of business from the ground up, including several candidates in Michigan's most targeted races, in just a few months was very impressive and speaks volumes to their ability to sell themselves and their abilities to be of great value to their clients, and ours." said Steve Linder, owner and partner at Sterling.

"This partnership is a natural fit. Having worked with both Lindsay and Rob for the past four years, I know firsthand the creative abilities, energy, and dedication that they bring to the table. We look forward to having them as part of the Sterling team." said Jeff Timmer, former Executive Director of the Michigan Republican Party, now an owner and partner at Sterling.

The Sterling Corporation is a strategic communications and public affairs company that serves corporations, trade associations, issue advocacy groups and political candidates who must persuade and mobilize public officials, members, consumers, donors and voters.

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