

Each candidate – and for each state it's different and in Washington, DC each candidate –Mitt Romney, Newt Gingrich, Rick Santorum – each candidate had a slate of delegates that they selected prior to the election. And so when voters went in the ballot box on primary day to vote, they voted for a candidate's slate of delegates.

And then, you know throughout the convention we're going to get to hear from some of the best speakers in the conservative movement. And so that's, for me as a younger person, who's –it's my first time being a delegate in the convention, that's going to be something I'm really excited to see...as well as seeing whoever the VP pick is. So there's going to be just so much going on. I've been to a convention before, I went to the last convention in Minneapolis, yeah when we nominated John McCain in 2008, but I wasn't a delegate in that convention, but even then it was a great experience just to see that process take place.

For years now, we've known who the nominee is going into the convention but you know – there's always- about four or five months out there's some discussion of whether there's going to be a brokered convention. But luckily I'd say for the party, we haven't had a brokered convention, and we haven't had that situation where we're a divided party headed into the convention. And the reason I say that is that conventions are really important for a party because they really give a candidate that boost they need, going into the home stretch, you could call it going into the general election. We've known Mitt Romney is going to be the nominee for a little while now and he's got fundraising coming in and we've got different issues that own the day, you know, week by week but you know, when the convention comes, that's going to give him that big push. Just as the DNC is going to give Obama his big push.

So I'm the youngest, I'm the baby of the group I'm 26 years of age. The first time we had a delegate meeting, here in DC it was a big moment for me because I'm walking in there and you see Ben Ginsburg, who's the legal counsel for the campaign, for the national campaign and was in 2008 for Mitt Romney; a big time political lawyer here in DC. You see other names like Kevin Madden who was Romney's communications director back in 2008 and is a senior communications advisor here in 2012 and just other party luminaries that are here and a delegates in DC and I'm like "what am I doing here?" you know. I'm 26 years old and it's just an honor to be there with that group, and be selected. And I can't wait for late August.

Well I'll tell you when I was chairman of the DC Young Republicans, we were working with the rest of the DC Young Republican Board on building that organization into what it is today, we used social media to reach out to people – that was a key way we reached out. Because it's a nonprofit group, it's just a bunch of young people, we didn't have a lot of money in the group – at the time; now we've got sponsors knocking on the doors, but at the time we didn't have a lot of money. And you know Twitter's free, Facebook's free, creating a LinkedIn group is free, and so we did all those things and we reached out. We used the hash tags, we engaged certain groups and certain people and we used social media extensively to reach out to other young people in the area and to kind of bring us together to support the same causes.

And that's the difference between campaigns now and the way they were 20 years ago. All your messaging isn't coming from the same place. And you talk to the communications director of a campaign, that might not be a good thing. But the thing is that all the messaging is not coming from the same place. Anyone can start up – the chairman of the DCYRs could start up a conversation on Twitter that the entire nation gets involved with -that's how it can grow. The different TV and media personalities play a huge role in framing the picture that the conservatives want to take or framing the picture that the Democrats want to take. And it definitely changes the game -any time, any person can become a star in a matter of minutes.

In addition to being a delegate, I was named a DC campaign co-chair for Mitt Romney and so, you know, he named a chair and two co-chairs for the Washington DC campaign. It was a couple weeks before the primary. So I was named DC campaign co-chair and they sent out a press release, just to the normal people they send the press release out to and they had all the names on there. And so the campaign sent out a press release to the AP and other media organizations. And on the press release it just said Rich Counts, former chairman of the DC Young Republicans. Well somebody for NY magazine saw that and he said, "Guess what guys – Romney's campaign co-chair in DC is named Rich Counts" And Twitter just went nuts - for like an hour. I gained like 70 friends in an hour I had over 300 mentions of like Democrats, making fun of the fact that my name is Rich Counts and that Romney cares about money, they just went with that thing. And that's Twitter for you. And I was away from my desk and I came back to my desk. And I checked out my Twitter and it was just blowing up and I was like, "How did that ever happen?" It just takes one blogger or one

person to make a funny joke and if enough people think its funny, eventually it's a story.

The candidates will plan it weeks out, they'll say we have our money bomb day and its coming up in a couple weeks. And what a money bomb is – and its mostly used on Twitter – is one day when all the supporters of the campaign all decide they're going to make super push – a super fundraising push on Twitter or on Facebook to raise money for the their candidate. They can go the extra mile with re-tweeting and just flood the Twitter-verse with prompts to support their can financially. Its worked for Ron Paul - Ron Paul made great use of it during this year, during his presidential run. The first time it really became big was with Scott Brown in Massachusetts, he was the first Republican to take the Senate seat out there in years and he famously said “Its not the Kennedy seat, it's the peoples seat.” And people ran with that. They had several money bomb days where they raised over a million dollars on Twitter. Unbelievable Not a fundraiser, nothing. Just social media bringing in millions. If you're talking to fundraisers especially vets, it just doesn't make sense. You're doing something that's no cost – I mean twitter is literally just you're typing something into the computer -that's how much its costs you and you can bring in a couple million. So it's really revolutionized campaign finance and fundraising for campaigns.