

June 2023

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Monthly Newsletter

Hello and welcome to the inaugural edition of our monthly newsletter!

I'm thrilled to share with you that each month, we'll bring you the latest trending topics, insightful analysis, exciting events, and much more, right to your inbox. The goal of this newsletter is to keep you informed, inspired, and engaged with the ever-evolving landscape of business, entrepreneurship, and innovation.

Your input and participation are not just welcome, but they are indeed vital to this journey. If you have valuable insights, relevant news, or even personal experiences that you think our readers would benefit from, don't hesitate to share them with us. Your unique perspective could become a catalyst for thought-provoking discussions and shared learning.

In addition to this newsletter, I'd like to invite you to check out my Been There/Done That YouTube series. In each 4-minute episode, I share actionable advice on trending topics, aiming to give you a quick but meaningful dose of knowledge. If you ever want me to cover a particular topic, please feel free to suggest it. I'd be more than happy to oblige!

Lastly, I'd love for you to join me on my weekly podcast, "Successful Minds". In each episode, I sit down with accomplished individuals and businesses, delving into their stories of success, the challenges they've overcome, and the wisdom they've garnered along the way. If you or someone you know has a success story to share, please let us know. We're always on the lookout for inspiring guests to join us.

Once again, thank you for joining us on this exciting journey. Your involvement and feedback will undoubtedly enrich this platform, and I'm looking forward to growing and learning together.

Best wishes,

Patricia Baronowski-Schneider

<https://www.pristineadvisers.com>

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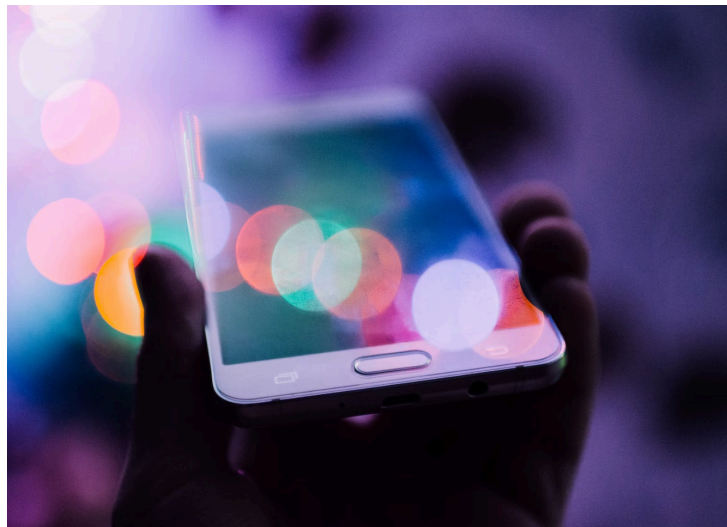
Digital marketing and Social Media Trends

Digital marketing remains an integral part of any business strategy, as brands continue to expand their online presence. As consumer behavior evolves in the digital space, it's crucial for businesses to stay ahead of the curve. Personalization, for instance, is becoming the norm rather than a novelty. Consumers now expect tailored experiences based on their interests and behavior.

Social media, a key component of digital marketing, is also evolving. It's no longer just a platform for social interactions and brand promotion, but also a marketplace and a customer service hub. Brands are leveraging platforms like Instagram and Facebook for direct selling, making shopping just a click away for consumers. Additionally, with the rise of "social listening" tools, businesses can monitor customer feedback and sentiment in real-time, allowing for swift responses to consumer needs and issues.

Furthermore, video content is experiencing a surge in popularity on social media. With the rise of platforms like TikTok and features like Instagram Reels, short-form video content is dominating the social media space. Brands are jumping on this trend, creating engaging and shareable video content to capture their audience's attention.

In 2023, businesses need to remain flexible and creative in their digital marketing and social media strategies. As technology and consumer behavior continue to change, so too must the ways brands reach and engage with their audiences.



CEF's - Closed-End Funds

Closed-End Funds: A Distinctive Investment Avenue

Closed-end funds (CEFs) are garnering increasing attention from investors seeking unique opportunities in the diverse world of investing. As publicly traded investment companies, CEFs raise a fixed amount of capital through an initial public offering (IPO) and then list shares for trade on a stock exchange. This structure sets them apart from open-end funds or mutual funds, which continuously issue and redeem units.

One of the distinctive advantages of CEFs lies in their trading dynamics. Unlike mutual funds that trade at their net asset value (NAV) at the end of the trading day, CEFs trade throughout the day at market prices which may be above (premium) or below (discount) their NAV. This difference provides a unique opportunity for investors to purchase funds at a discount.

Furthermore, CEFs have the capacity to employ leverage in their portfolios, which can potentially amplify returns. However, it's important to note that this also increases risk. Therefore, CEFs may be a suitable option for investors with higher risk tolerance.

A recent trend we're noticing in the CEF landscape is a growing interest in funds focusing on alternative investments and sectors, such as renewable energy, cryptocurrencies, and other emerging technologies. As such, CEFs can serve as a vehicle for investors looking to diversify their portfolios and gain exposure to these burgeoning areas.

While CEFs present certain unique advantages, like all investment decisions, it's crucial for individual investors to understand their own financial goals, risk tolerance, and the specific features and risks associated with CEFs before investing.

Remember: thorough research and sometimes advice from a financial advisor can go a long way in making successful investment decisions.

BDC's - Business Development Companies

Business Development Companies (BDCs) have established themselves as vital instruments for providing capital to small and medium-sized businesses. These companies, typically structured as closed-end investment funds, play a crucial role in fostering growth and innovation in areas that may be underserved by traditional lenders.

One of the unique features of BDCs is their investment focus. BDCs primarily invest in the debt and equity of private companies, often providing "mezzanine" financing, which is a hybrid of debt and equity financing. This approach can offer investors access to high-yielding investments that may be difficult to access otherwise.

In a bid to stimulate the economy, the regulatory environment for BDCs has become more accommodating in recent years. This trend has been driven by measures such as the Small Business Credit Availability Act, which allows BDCs to increase leverage from a debt-to-equity ratio of 1:1 to 2:1. While this can potentially lead to higher returns, investors should be mindful of the increased risk associated with higher leverage.

It's also worth noting that BDCs are required to distribute at least 90% of their taxable income as dividends to investors, which can make them particularly attractive for income-focused investors.

However, like any investment, BDCs come with their own set of risks. The success of a BDC is closely tied to the success of its portfolio companies. Economic downturns or company-specific issues can negatively impact a BDC's returns.

As always, thorough research and understanding of one's own financial goals and risk tolerance is paramount before deciding to invest in BDCs. For those seeking diversified exposure to private businesses and potential for high income, BDCs can be a worthy addition to an investment portfolio.

Remote Work and Hybrid Workplaces

As we step further into 2023, the workplace continues to evolve. Remote work has become a permanent fixture for many organizations, offering employees flexibility and companies a wider talent pool. Hybrid workplaces are also gaining momentum, combining the benefits of both in-person and remote work. Businesses are innovating their operations and culture to accommodate these changes, ensuring productivity and satisfaction among employees. This paradigm shift in work culture is opening new opportunities and challenges that businesses must navigate to succeed.

Sustainability and Eco-friendly Business Practices

Sustainability is no longer a buzzword - it's a business imperative. Companies are increasingly recognizing their role in tackling environmental challenges and are taking substantial steps toward reducing their carbon footprint. This includes adopting eco-friendly practices such as using renewable energy, minimizing waste, and implementing sustainable supply chains. As consumers become more eco-conscious, businesses that prioritize sustainability are likely to gain a competitive edge.

AI and Machine Learning in Business

Artificial Intelligence (AI) and Machine Learning (ML) continue to make waves in various industries, revolutionizing processes and enhancing customer experiences. Whether it's data analysis, predictive modeling, automation, or personalization, these technologies are unlocking immense potential. They are enabling businesses to make informed decisions, predict trends, and offer personalized services like never before. The increasing integration of AI and ML in businesses is an exciting trend to follow.

Digital Health and Telemedicine

The health sector is undergoing a digital transformation. The COVID-19 pandemic expedited the adoption of digital health technologies, with telemedicine becoming a key player. It's providing patients with the convenience of accessing healthcare from their homes and doctors the ability to reach those in remote areas. Additionally, wearable devices and health apps are empowering individuals to track and manage their health. The rise of digital health and

telemedicine is creating new possibilities for patient care and health management.

Blockchain and Cryptocurrency

Blockchain technology and cryptocurrencies are disrupting the way we transact and interact with digital assets. Blockchain's transparency, security, and decentralization offer promising applications beyond cryptocurrencies, including smart contracts, supply chain management, and secure data sharing.

Cryptocurrencies, on the other hand, are gaining mainstream acceptance as both investment assets and transactional currencies. These technologies are pushing the boundaries of the digital economy and reshaping the future of finance.

Investor Relations (IR)

- Embrace technology and innovation: IR professionals are increasingly using technology to improve their communications with investors. This includes using social media, video conferencing, and data analytics.
- Focus on storytelling: IR professionals are also focusing on telling a compelling story to investors. This includes highlighting the company's strengths, its growth potential, and its commitment to shareholder value.
- Be transparent: IR professionals are also committed to transparency with investors. This means providing timely and accurate information about the company's financial performance, its strategic initiatives, and any risks or challenges it faces.

Public Relations (PR)

- Focus on earned media: PR professionals are increasingly focusing on earned media, which is free media coverage that is generated by journalists. This is in contrast to paid media, which is advertising.
- Be data-driven: PR professionals are also using data to measure the effectiveness of their campaigns. This includes tracking the number of media impressions, the amount of social media engagement, and the website traffic generated by the campaign.
- Tell stories: PR professionals are also telling stories to connect with their audiences. This includes using storytelling techniques such as character development, conflict, and resolution.

Marketing

- Focus on the customer: Marketers are increasingly focusing on the customer. This means understanding the customer's needs, wants, and pain points. It also means creating marketing messages that resonate with the customer.
- Use data: Marketers are also using data to make better decisions. This includes tracking customer behavior, measuring the effectiveness of marketing campaigns, and identifying new opportunities.
- Be creative: Marketers are also using creativity to stand out from the competition. This includes using unique marketing channels, developing innovative marketing campaigns, and creating memorable marketing messages.

These are just a few of the industry trends in IR, PR, and Marketing. By staying up-to-date on these trends, you can ensure that your company is well-positioned for success.

Upcoming Events

- **Technology:**
 - TechCrunch Disrupt is a conference that brings together startups, investors, and tech journalists from around the world. The next Disrupt event will be held in San Francisco in October 2023.
 - Web Summit is another large technology conference that is held annually in Lisbon, Portugal. The next Web Summit will be held in November 2023.
- **AI:**
 - The World Artificial Intelligence Conference is a conference that brings together researchers, developers, and business leaders from around the world to discuss the latest developments in AI. The next World AI Conference will be held in London in September 2023.
 - The Neural Information Processing Systems (NIPS) Conference is a conference that brings together researchers from academia and industry to discuss the latest advances in neural information

processing systems. The next NIPS Conference will be held in Vancouver, Canada in December 2023.

- **IR:**

- The Investor Relations Society of America (IRSA) Annual Conference is a conference that brings together IR professionals from around the world to share best practices and learn about the latest trends in IR. The next IRSA Annual Conference will be held in New York City in May 2023.
- The IR Magazine Global Investor Relations Awards is an awards ceremony that recognizes the best IR professionals and programs from around the world. The next IR Magazine Global Investor Relations Awards will be held in London in November 2023.

- **PR:**

- The Public Relations Society of America (PRSA) Annual Conference is a conference that brings together PR professionals from around the world to share best practices and learn about the latest trends in PR. The next PRSA Annual Conference will be held in Chicago in June 2023.
- The SABRE Awards are an awards ceremony that recognizes the best PR campaigns and professionals from around the world. The next SABRE Awards will be held in New York City in October 2023.

- **Marketing:**

- The MarketingSherpa Summit is a conference that brings together marketing professionals from around the world to learn about the latest trends in marketing. The next MarketingSherpa Summit will be held in Boston in March 2023.
- The Content Marketing World Conference is a conference that brings together content marketers from around the world to learn about the latest trends in content marketing. The next Content Marketing World Conference will be held in Orlando, Florida in October 2023.

These are just a few examples of upcoming events in the technology, AI, IR, PR, and Marketing spaces. There are many other events that take place throughout the year. By attending these events, you can stay up-to-date on the latest trends in your industry and learn from other professionals.

News + Information

[Equus Forms Morgan E&P, LLC as New Oil and Gas Subsidiary](#)

[How the world of Technology has grown and what's Growth Stack's role in it?](#)

[Weekly Podcast: Successful Minds](#)

[Weekly Free Advice: Been There/Done That](#)

[The Inspiring Story of Pristine Advisers: A Legacy of Excellence in IR, PR, and Media Relations](#)

What do we have to celebrate in June?

- **Pride Month - June**
- **Men's Health Month**
- **National Donut Day - June 2nd**
- **National Repeat Day - June 3rd**
- **National Cheese Day - June 4th**
- **Hug Your Cat Day - June 4th**
- **National Cancer Survivor Day - June 4th**
- **World Environment Day - June 5th**
- **National Yo-Yo Day June 6th**
- **National Running Day - June 7th**
- **Best Friend Day - June 8th**
- **National Children's Day - June 11th**
- **Men's Mental Health Day - June 12th**
- **Cupcake Lovers Day - June 13th**
- **National Flag Day - June 14th**
- **Father's Day - June 18th**
- **Juneteenth - June 19th**
- **World Refugee Day - June 20th**
- **National Summersgiving Day - June 24th**
- **International Day Against Drug Abuse and Illicit Trafficking - June 26th**

.....to name a few....



Ask about how my 35 years of award winning service can help YOU and YOUR business succeed.

To learn more:

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youtube - <https://www.youtube.com/user/PristineAdvisers/videos>

Vimeo - <https://vimeo.com/search?q=PRISTINE%20ADVISERS>

LinkedIn - <https://www.linkedin.com/company/1674911/admin/>
<https://www.linkedin.com/in/patriciabaronowski/>

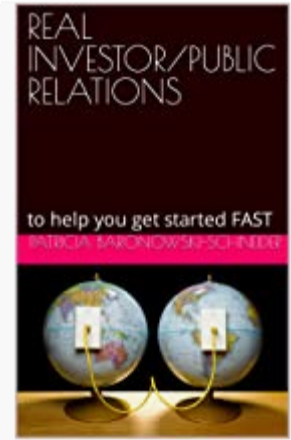
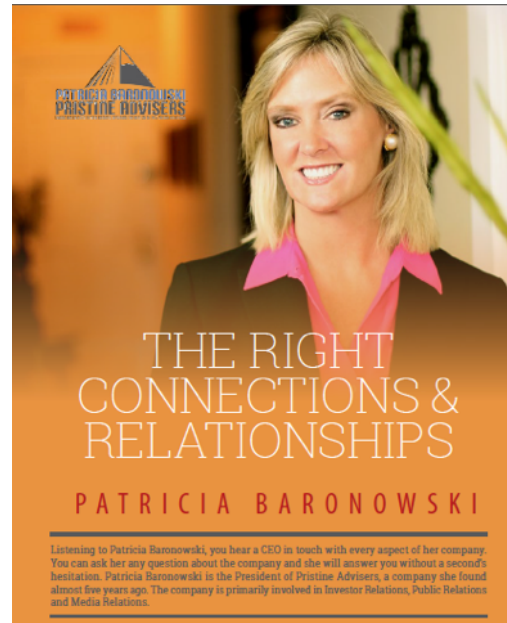
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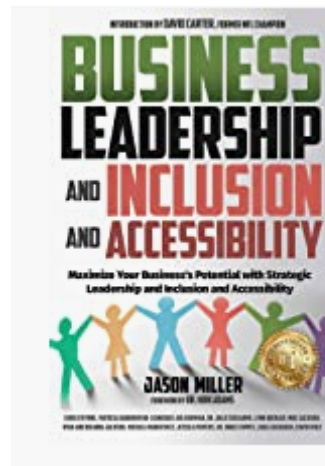
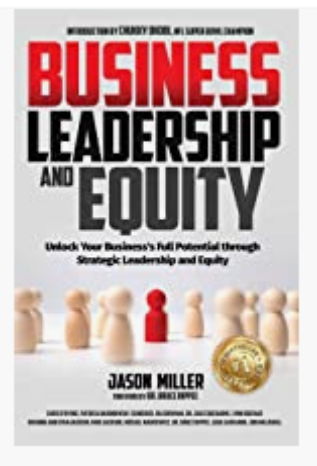
Twitter - <https://twitter.com/pristineadvise1>

Instagram - https://www.instagram.com/pristine_advisers/

Blogs - <https://medium.com/@patriciabaronowski>

Book time on my calendar <https://calendly.com/pbaronowski/30min>





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Patricia and her team bring tremendous value and experience to the table when they help shareholders and prospective shareholders gain a better understanding of a fund's competitive value. They also help boards and fund managers understand the impact of their decisions which can help avoid costly PR situations that have plagued some funds in our industry.



John Cole Scott
Closed End Fund Advisors



Ronak Shah · 1st
Solutions Architect at VMware
April 7, 2008,

Patricia is very good at what she does, Although she was on the phone all the time to manage clients, we did get sometime to get to know each other, She was one of the most tech savvy computer users in our company who knew how to fix their tech issues. Besides that she is the person I know with the best written, communication and time management skills.



Ted Wallace · 1st
COO | The Startup CEO's Leatherman | ESG | Strategy | Integrity | RevOps | GTM | Holy cow this guy can brainstorm
November 23, 2010,

Working with Patty was an absolute pleasure. She's a hard-worker and an excellent self-motivator; I learned a lot from her work ethic. Any time I have questions about IR or CEFs, I go first to Patty - she always has the answers I need, and she's always quick to respond. Patty is a consummate professional and a credit to the Investor Relations industry.



Gerard Carney
Managing Director, Media Engagement, Guggenheim Partners
November 23, 2010, Gerard worked with Patricia on the same team

Patty is one of the brightest, most conscientious professionals I have ever worked with. She is truly committed to her clients and her team, is a pleasure to work with and makes everyday a better one because she is there. On the client side, she goes to great lengths to ensure that her work delivers value and her clients appreciate that and stay with her over the long term. She has my whole hearted endorsement as an employee or counselor.



Tracy Jones
Project Manager, Director, Sales
November 24, 2010,

I have worked for many years with Patricia and her clients. Patricia always provides her clients with exceptional service and expertise and represents her clients in a very professional manner. Her industry experience and client base is wide ranging and varied- from US based companies and funds to international companies.



Bruce E. Bishop · 1st
Management Consultant
November 24, 2010,

Patricia was a valuable asset to the company and had a tremendous work ethic. She advanced quickly within the organization due to her hard work and ability to grasp the IR profession. I enjoyed working with her quite a bit as she always approached the work with an excellent attitude and a smile!



Carmen Lorenzo
Seasoned Office/Human Resources Manager
November 24, 2010,

"I've known Patricia for more than twenty years. It has been my distinct pleasure. Patricia exemplifies the qualities any employer seeks in an employee. She has the ability to work in a team environment or independently. She is reliable, efficient, loyal and goes beyond what is asked of her. Patricia would be an asset to any organization she joins.



Ed Ward
Director at Cohen & Steers
November 26, 2010, Ed was Patricia's client

I have known Patricia for many years at The Altman Group - initially during my tenure at the New York Stock Exchange, where she was a vital link between the NYSE and many of the key financial companies that were members of the Exchange. Later, when I associated myself with Cohen & Steers Funds, we utilized her company to assist us in many important activities. I highly recommend her for any high-level position in a financial oriented firm that demands complete professionalism and high integrity.



Mark Binder
Managing Director at The Altman Group
November 29, 2010,

Patricia has a conscientious and thorough work ethic. Her approach to tackling difficult assignments are both pragmatic and results oriented. She brings fresh ideas and creative designs to all projects she is associated with.



Rob Frein
President at Frein Lazzara, Ltd - The DEMONSTRATIVE EVIDENCE Firm
February 28, 2011, Patricia was Rob's client

Its is always a pleasure working with Pristine Advisers because of their professionalism, efficiency and dedication. They can stir your business in the right direction of success. The team is very well selected and organized and Patricia is always eager to do the task in question with 100% success. The fact that Pristine Advisers is doing PR as well as marketing is saving money and time to work with the same people on both fields which is a smart move considering the connection between good marketing and PR service.



Man Sang Holdings

Thank you Patricia and to the Pristine Advisers team for their excellent work and outstanding understanding of the PR world. Having such an experienced and dynamic team on your side to take care of every public related issue and organize all of our conferences is priceless but Pristine Advisers can do it for such an affordable budget with 100% success. Always open for new ideas and building up positive media coverage, that lead to company growth and expansion.

Baring Asset Management

Baring

Pristine Advisers is a top-notch IR/PR Service Provider. They are exceptionally well-versed in the closed-end fund space and are truly innovative thinkers. Their unique skills in reaching out to shareholders on behalf of their clients, as well as the media and the investment community as a whole are what sets them apart from Their peers. The team at PA is energetic, goal oriented and work hard for every one of their clients. Their relationships with the key players in the industry is amazing and their reputation for giving clients 150% is stellar. Any firm would be lucky to have the team at Pristine Advisers behind them.



Warren Antler
The Altman Group



Thomas Deng Mahmoud Schumann
Project Greenland, Project Alaska - Super Premium Freshwater Supply
July 11, 2021, Thomas Deng Mahmoud was Patricia's client

Patricia Baranowski-Schneider is a pleasure to work with, I appreciate and value her integrity, humanness, strong (entrepreneurial) spirit and professionalism.



Tariq Ali Asghar
Fintech Leader, Blockchain, IOT, Angel Investor, Advisor Family Offices, ETFs, Author & Speaker, 20,000+ Connections
August 5, 2016, Tariq Ali was Patricia's client

Patricia Baranowski-Schneider is an incredibly strong leader who has full command on her commitment to customers and the value she is providing to them. I recently became client of Patricia and feel very strong about her organization as well as her strength of character. Business is all about trust and Patricia builds that confidence quickly. I would recommend her services to people seeking high growth opportunities in their respective industries.



Herbert Blank
Consultant - Global Finesse & Senior Quant and Blogger at ValuEngine
December 23, 2014,

Patricia is utterly fantastic to work with on all types of special events including conferences, webinars, and seminars. She is terrific in all aspects of program, support, attendance recruiting, logistics, and also is a superb moderator. Her communications skills are non-parallel. She gets the message across in a professional and memorable manner. Her follow-up is equally assiduous and impressive. I also have seen evidence that she is a thoughtful and effective image consultant. In short, Patricia is simply ace!

Our clients: We take great pride in our association with some of the most influential and esteemed organizations in their respective fields



The
NEW IRELAND
Fund

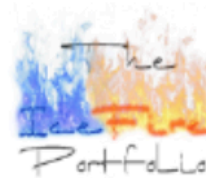


Brookfield
Asset Management

China Enterprises Limited



Terra Firma Foods



JAPAN
Smaller Capitalization
Fund, Inc.



.....just to name a few.....