

January 2024

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Monthly Newsletter

"Welcome to the inaugural edition of our monthly newsletter!

Each month, we aim to bring you the latest trends, in-depth analysis, upcoming events, and more, straight to your inbox. Dive into the dynamic world of business, entrepreneurship, and innovation with us.

Your voice is essential. If you have insights, news, or experiences that can benefit our readers, please share. By doing so, you'll help foster enriching discussions and shared growth.

I also invite you to check out my ['Been There/Done That'](#) YouTube series. These concise 4-minute episodes offer actionable advice on current topics. And if there's a subject you're passionate about, let me know!

Join me weekly on ['Successful Minds'](#), where I chat with influential figures about their journeys to success. If you, or someone you know, has an inspiring tale to tell, we'd love to feature it.

Thank you for joining us on this adventure. Your feedback and involvement will shape this platform, and I look forward to the shared growth ahead."

Best regards,

Patricia Baronowski-Schneider

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with **Jason Miller**
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The 1 Day Intensive: Join me, Jason Miller, CEO of Strategic Advisor Board, in Boulder Colorado where I will spend an entire day preparing your business to scale.

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The process will also result in you working less, not more.

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Location - Area Denver Metropolitan Area

(available remote or in person)

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pbaronowski@

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Marketing for 2024

As marketers’ step into the freshness of 2024, it’s not just about the campaigns we launch or the products we promote; it’s about the profound question, “Who do we want our customers to become?” This question isn’t about market segmentation or targeting demographics — it’s a clarion call to understand and drive transformative experiences.

Marketing, at its heart, is about facilitating change, guiding customers not just to a new product or service, but to a new version of themselves.

The essence of marketing has evolved from creating a need to nurturing an aspiration. It’s no longer sufficient to sell; we must inspire. We must ask ourselves, how does our work elevate the customer’s life? What journey are we leading them on? The brands that resonate and endure go beyond transactions; they become integral to the personal narratives

of their customers. They don't just offer a product; they offer a path to a desired future self.

This perspective shifts the focus from the end goal of purchase to the ongoing process of customer growth and evolution. Our strategies should be designed with the vision of who our customers will become through their interaction with our brands. Will they become more empowered, knowledgeable, or connected? Will they find themselves becoming advocates for causes we stand for, or will they see themselves as part of a community that extends beyond the confines of a consumer base?

As we usher in a new year, it's time for marketers to embrace the role of change-makers. The digital landscape allows us to engage with our audiences more intimately and impactfully than ever before. Our tools have become more sophisticated, but they are merely instruments to serve a greater purpose: to enrich lives and enable our customers to realize their potential. Each touchpoint is an opportunity to contribute to the customer's journey of becoming.

To truly touch the market is to touch lives. As marketers, we are in a unique position to influence and contribute positively to the societal fabric. Our work is a dialogue, an exchange where value is created not just in economic terms, but in the currency of human progression. So, let's make 2024 the year we redefine marketing's success by the positive

changes we bring about in who our customers become. It's a journey we take together, and it's a journey that matters.

#MarketingTransformation, #CustomerJourney,
#BrandAspiration, #ChangeMakers, #DigitalMarketing,
#CustomerExperience, #2024Marketing,
#InnovationInMarketing, #MarketingStrategy,
#ConsumerEvolution, #EmpowermentMarketing,
#CommunityBuilding, #BrandNarratives, #ValueCreation,
#HumanProgression

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

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

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

Book time on my

calendar <https://calendly.com/pbaronowski/30min>



True Marketing — Have a Heart

In the ever-evolving realm of marketing, the central tenet remains unchanged: understanding and sympathizing with the needs of both our clients and their customers. This dual focus demands a delicate balance, one that requires deep empathy and strategic insight. Marketers are the architects who bridge the gap between a product and the pulse of desire that beats within the consumer's heart. We are tasked with not only recognizing what customers articulate they want but also with intuiting the unvoiced needs that lie beneath.

The rise of Artificial Intelligence (AI) in marketing heralds a new era of efficiency, one

where data is processed, patterns are predicted, and certain tasks are automated with precision and at scale. AI excels at managing the mundane, the repetitive tasks that, while necessary, often drain the creative energy of human marketers. With AI handling the ‘mediocre things faster and for free,’ marketers are liberated to delve deeper into the human aspects of marketing — those that AI cannot fathom.

Standing out in marketing today means going beyond algorithms and analytics. It means engaging with the ‘feelings’ — the emotional landscapes of our clients’ customer base. While AI can predict behavior based on past actions, it lacks the profound human capacity for empathy. It cannot truly understand the joy, apprehension, or longing that can drive a customer’s decision. It’s in these depths of human emotion where the most effective marketing campaigns are born. By tapping into these feelings, marketers craft narratives that resonate on a personal level, creating a connection that goes beyond the transactional.

The future of marketing, therefore, hinges on our ability to harness AI for what it does best

while amplifying our uniquely human skills. The synergy between human creativity and AI's computational power can produce marketing that is not only efficient but also profoundly impactful. As marketers, our challenge is to use the wealth of data at our disposal to craft stories that speak to the human condition, to generate experiences that feel personal, and to build brands that understand and care.

In a world where AI can serve up the expected, our role as marketers is to deliver the extraordinary. By embracing the full spectrum of human emotion and experience, we can create marketing that AI could never replicate — marketing that touches lives, shapes identities, and fulfills not just needs but dreams. This is the gap that AI cannot bridge, the realm where human marketers not only survive but thrive. It's not enough to know what our customers do; we must understand why they do it and how it makes them feel. That's the human touch that transforms good marketing into great.

#marketing, #ai, #humancreativity, #data,
#automation, #algorithms, #emotion,
#storytelling, #branding, #empathy,
#consumerunderstanding, #customerneeds,

#artificialintelligence, #efficiency, #experiences,
#personalization, #technology, #innovation,
#strategy, #consumerbehavior,
#machinelearning, #creativity,
#futureofmarketing, #humanconnection,
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Ask how my 35+ years of award-winning service can help YOU and YOUR business succeed.

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The advertisement is a composite image. The background is a beach with waves. In the top right, a pair of hands holds a glowing blue globe with a network of white dots. In the bottom right, a golden trophy with a star on its cup sits on a pedestal, with a red banner above it that says 'WINNER'. At the bottom left, there is a dark blue banner with a white shark icon and the word 'proshark' in white. Below this banner is the URL 'www.proshark.com/ad-network-buy' in blue text.

<https://www.proshark.com/ref-ad-network?via=patricia>

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CEF's - Closed-End Funds

[Jeff Benjamin](#)

Jan 23, 2024

Reviewed by: etf.com Staff

Edited by: etf.com Staff

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Calamos Investments is pushing deeper into the ETF space with a strategy designed to take advantage of the historically wide discount in the [closed-end funds](#) space.

The Naperville, Illinois-based firm with more than \$35 billion under management launched the [Calamos CEF Income & Arbitrage ETF \(CCEF\)](#) on Jan. 16. This is the third ETF from [Calamos](#) since it [entered the space](#) a year ago.

CCEF, which is carrying a separately managed account track record that hits the coveted three-year mark in February, is an actively managed strategy that invests in closed-end funds.

The appeal of the strategy is that it is catching the Federal Reserve's monetary policy at a potentially opportune time. After a concentrated run of rate hikes that set the Fed's rate above 5%, with expectations for rate cuts coming this year, the average discount rate for closed-end funds is expected to narrow.

The current average discount rate for closed-end funds is at 11.7%, which compares to the five-year average discount of 7.4%. As interest rates rise, the discount rate will narrow, driving up the net asset value of the underlying closed-end funds.

"We did this by design and launched a perfect time," said Matt Kaufman, head of ETFs at Calamos.

"The timing was right, and it presents an opportunity for long-term investors," he added.

CCEF extends an \$8 billion separately managed account strategy that Calamos has been managing since February 2021.

CALAMOS CAPTURES CLOSED-END FUND DISCOUNT

The extreme discount to NAV inside the [closed-end funds](#) is rare but not unprecedented. Similar discounts developed during both the Covid pandemic and the 2008 global financial crisis. But in both those cases, the discounts were created by weaker equity prices.

“The current discount is largely driven by interest rates moving higher, which drives up the cost of leverage, and the cost of financing for closed-end funds has moved up considerably,” Kaufman said.

CCEF is currently investing in 35 closed-end funds, but the prospectus allows for a range of between 20 and 100 underlying funds.

The strategies of the underlying funds range widely to include municipal bonds, equities, global infrastructure, energy and India.

While the current environment appears ideal for CCEF, shifts toward higher interest rates could have a negative impact on performance.

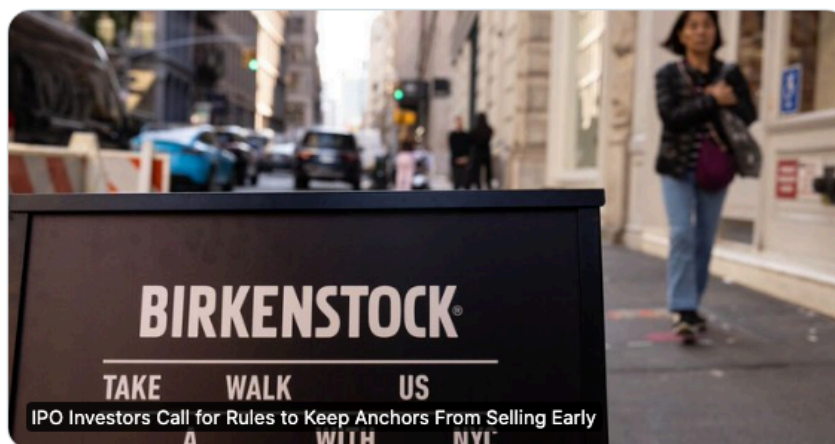
“If rates go up, leverage cost go up as well and you could see further widening of the discount,” Kaufman said. “You’re NAV would likely decrease.”

The ETF’s expense ratio is listed at 2.74%, but 2% of that is a required posting by the Securities and Exchange Commission because it reflects the fees charged by the underlying closed-end funds.

Contact Jeff Benjamin at Jeff.Benjamin@etf.com and find him on X at [@BenjiWriter](#)



Anchor investors — who agree to buy IPO shares before the offerings are sold to a broader group — should be required to hold onto their shares for a specified period after the listing, according to a KKR Capital Markets survey of investors.



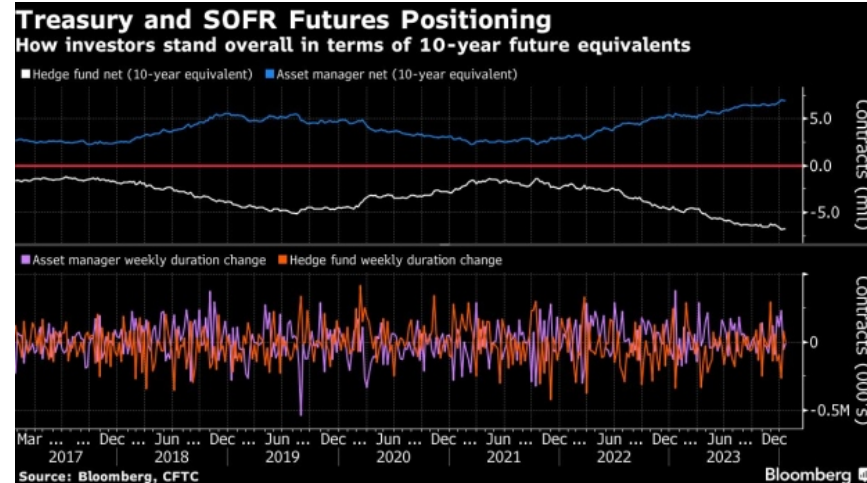
Some investors in US initial public offerings are demanding rules what they see as unequal treatment in the rules around how stock is allocated to so-called cornerstone investors in new listings.

An overwhelming 87% of 62 institutional investors said anchor investors — who agree to buy IPO shares before the offerings are sold to a broader group — should be required to hold onto their shares for a specified period after the listing, according to a [KKR Capital Markets](#) survey in December. In several prominent recent US listings where the companies chose to involve so-called cornerstones, no such restrictions on selling were imposed.



Traders Riding Long Treasury Positions Are Starting to Feel the Squeeze

Edward Bolingbroke, Bloomberg News



(Bloomberg) -- The standout bond-market position over recent months of long Treasuries is showing signs of cracking, as traders bail on futures positioning into the back-up in cash Treasury yields.

Last week saw a drop in open interest, or the amount of new risk, in 10-year note futures by almost 110,000 futures. It's dropped over three consecutive sessions from Wednesday to Friday, the equivalent of roughly \$7 million per basis point risk. The positioning shift came amid a selloff in Treasuries in which 10-year yields peaked at almost 4.20% on Friday. Traders Continue to Liquidate Treasury 10-Year Futures Positions

Strategists at Bank of America see Treasury long positions under a squeeze. "While longs appear to have been the dominant trade in recent months according to our futures positioning proxy and momentum signal, many of these positions are now under pressure," strategist Meghan Swiber said, adding that CTA buying has also now "likely peaked."

Last week's futures action included multiple block trades in 10-year note futures, including a large 10-year sale in connection with an apparent 2s10s steepened position. Meanwhile in the cash market, JPMorgan Chase & Co.'s latest Treasury positioning survey showed clients continuing to shift out of longs and into neutral.

Here's a rundown of the latest positioning across the market:

JPM Clients Trim Longs

In the week up to Jan. 22, JPMorgan client long positions dropped 2ppts, shifting into neutrals with shorts unchanged on the week. The survey shows outright long positions have now dropped from 39ppts in November to current 20ppts, the lowest since May. Meanwhile, client neutral positions have now grown to the most since April.

Block Trades Active

Into last week's price action, traders have begun leaning on block trade activity once again with notable flows seen in both 2- and 10-year note contracts. Into the net drop in positioning in 10-year futures, block trade activity included nine trades totaling roughly \$5m/DV01. Monday's session saw traders add to 10-year note futures positioning for the first time in a week, a sign of dip-buying at cash yields around 4.13% for new positions.

Hedge Funds Record 10-Year Short

In the week up to Jan. 16, hedge funds were notably bearish 10-year note futures and stretched their net short positioning in the contract to a record, according to CFTC positioning data released Friday. On the week, net short 10-year futures position was extended by \$4.4m/DV01, to a short of almost 1.58 million futures.

Traders Build SOFR Call Risk

Over the past week options traders have continued to build positioning across a number of call strikes in tenors from Mar24 out to Sep24. The largest positioning shift was seen in the 94.9375 strike which occupied flows such as the SFRH4 94.9375/94.875/94.8125/94.75 put condor SFRH4 94.9375/95.00 call spread. Largest extension of put option risk was seen in the 95.25 Jun24 strike, where recent flows have included the SFRM4 95.75/95.50/95.25 put tree.

Overall SOFR options open interest out to the Sep24 tenor continues to show most populated strike being the 95.00,

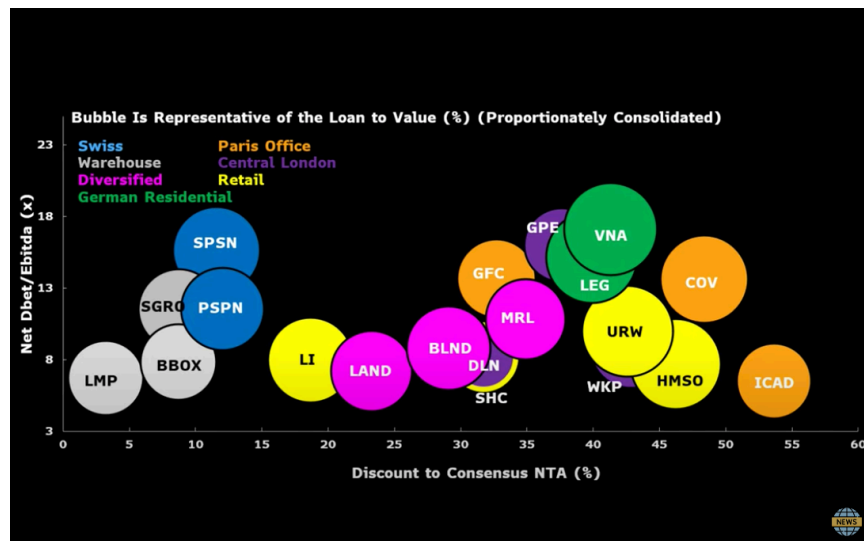
where a large amount of Mar24 call exposure sits. Flows around the 5% level include the SFRH4 94.875/94.9375/95.00 call fly and Mar24 94.9375/95.00 call spread which traded in heavy size last week.

Skew Shift

There has been a notable shift in long-end skew to favor put options, as traders are paying a higher premium to hedge a selloff in the long-end of the curve over the past week. Some of the long-bond options put premium may be partly starting to reflect potential for a CTD shift in the long-bond futures contract and hedging around such a scenario.

Mitigate CTD Extension Risk by Buying Bond Puts, JPMorgan Says
 ©2024 Bloomberg L.P.

REITs - Real Estate Investment Trusts



Transcription: “Royal by Brexit Covid-19 in the most aggressive interest rate hiking cycle in living memory Europe's publicly traded real estate investment trusts have never been so unloved and now with potential new entrance preferring less market scrutiny and easier access to funding from private markets. The prognosis for publicly treated real estate is bleak. Bloomberg intelligence analyst Sue Mundon wrote in a research note Monday "and the Fall From Grace by European landlords since 2016 could signal the industry's Twilight as

REITs are hampered by discounted shares and at just 1.37% of The Benchmark stock 600 failing to lure investment" Mundon wrote

REITS and Daily-traded property funds help retail investors get access to commercial real estate markets without locking up their cash over the long term but the mismatch between the liquid nature of real estate and the daily trading of public companies or funds has created issues for the sector where share prices move ahead of asset values as sentiment sours.

Landlords particularly those in the UK which has one of the largest REIT markets in Europe have traded at steep discounts to their reported asset values for several years as a series of shocks dented confidence - the combined 160 billion market capitalization of property companies currently in the stock 600 index represents an average 24% discount from the value of their assets.

A unique returns in a series of tape private deals have seen the sector dwindle in a size relative to the wider stock market meaning it is now unlikely to warrant attention to a 21% and multiple performance to expect ad turn- the only turn is received the majority from the entire time financial report solution and that is that the point she added and they knew they were well they were met on off by API months before but it was pores electrically very much that it was much more soon that very was soon that they mentioned companies are likely to continue to trade below their current asset values given the size of the discounts at which they have been trading landlords have responded to investor indifference with a series of mergers as they bid to gain scale and reduce costs - London metric property PLC this month agreed to acquire LXI for REIT PLC while custodian property income REIP PLC last week agreed to buy ABRDM property income trust limited Chasper Capital PLC was created last year two of the largest landlords."

BDC's - Business Development Companies

FINANCIAL TIMES

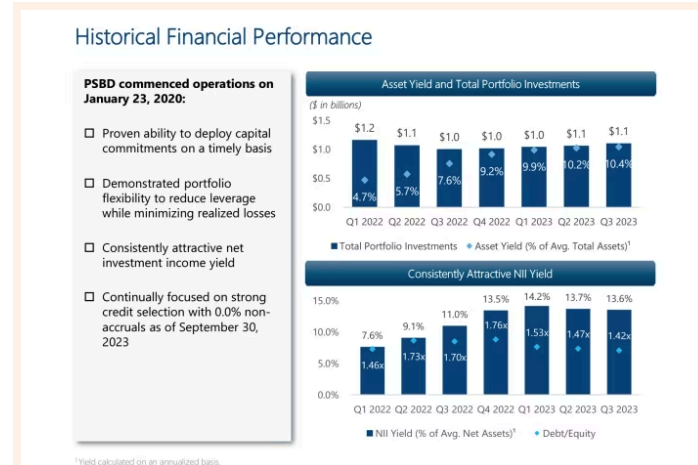
<https://www.ft.com/content/9fa4f4ad-07bd-4178-aa3f-ab97539327bb>

There's a private credit boom going on, and underworked, bonus-anxious investment bankers and their asset management colleagues are ON IT.

Initial public offerings have yet to rev up for 2024, but later today the Palmer Square Capital BDC will start trading on the New York Stock Exchange, after pricing 5.45mn shares at \$16.45 a piece yesterday. Huzzah!

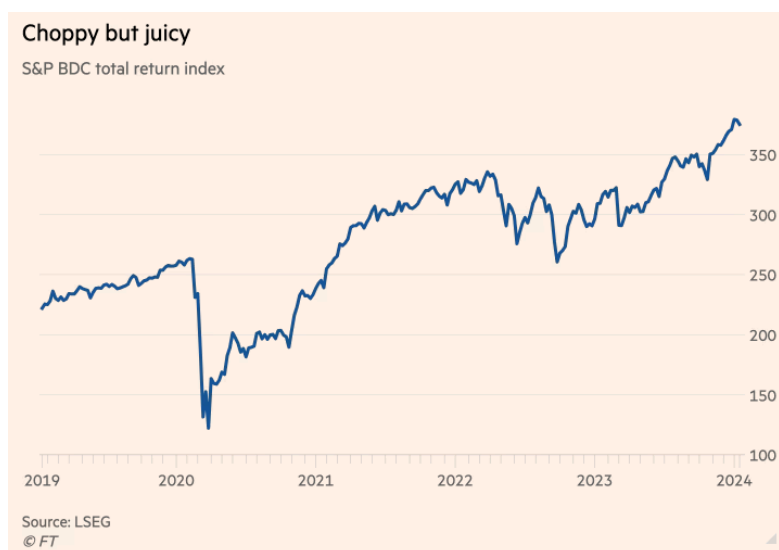
As the name suggests, this is a “business development company”, a weird but fascinating and uniquely American construct. They're basically investment trusts that make loans to smaller companies, have a 2x cap on leverage, usually list shares on a stock exchange and have to pay out 90 per cent of profits to investors.

Alphaville got its mitts on the Palmer Square Capital BDC deck, which you can read here, including a slide showing the investment yield on offer in these vehicles.



The Palmer Square Capital BDC is the first of a bunch of BDC IPOs in the pipeline, helped by the ravenous demand for non-bank “private credit” that Alphaville has discussed ad nauseam.

Oh, and the 27.6 per cent returns that listed BDCs notched up last year, thanks to a combination of rising rates helping juice the payments they collect on their floating rate loans and the price appreciation all bond proxies enjoyed when people started betting that rates have peaked.



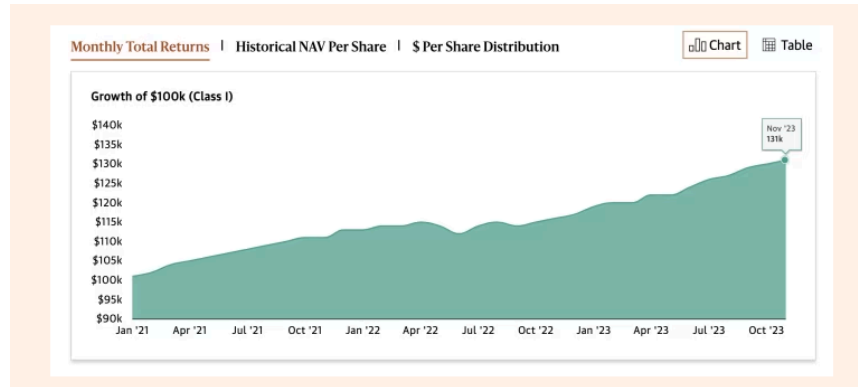
IFR reports that Morgan Stanley is currently marketing its Morgan Stanley Direct Lending Fund at the moment — eyeing a pricing next Tuesday — while Nuveen Churchill Direct Lending Corp is likely to list later on that week.

However, despite the thick yields that BDCs offer/promise it seems unlikely that the current ripple of IPOs will become a wave.

The best thing about BDCs is that they are mostly transparent, publicly traded vehicles. The worst thing about BDCs is that they are transparent, publicly traded vehicles.

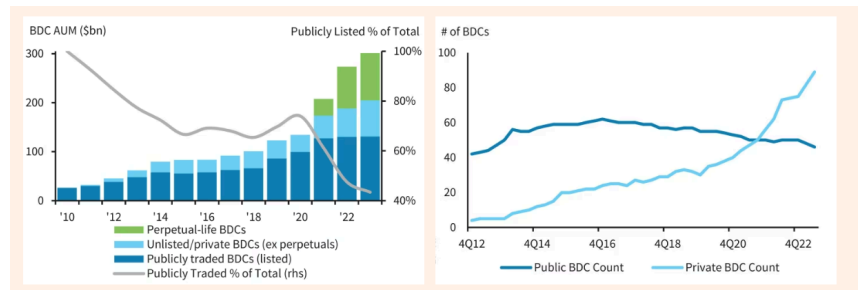
The reality is that many investors these days like the opacity and artisanal marketing of truly private credit funds. They’ll talk about “harvesting illiquidity premiums” til the cows come home of course, but they’re actually willing to pony up for the lack of reported volatility.

Just look at Blackstone’s private, non-traded BCRED. Its reported returns look like a gentle upward slope rather than the broken crag of public BDC shares.



It’s only been around since 2021 and has already amassed assets of over \$50bn – making it larger than the 10 biggest public BDCs combined. In fact, by net assets it seems to be as large as the top 15.

Here’s a telling Barclays chart from a great post Alex wrote last week on the ∞ cough ∞ curiously divergent marking of some BDC loans.



As you can see, there’s been a huge shift from the public BDCs that have dominated since the industry’s birth in the 1980s towards perpetual private BDCs like Blackstone’s BCRED.

So, if you are worried about how private credit funds might perform in a less hospitable economic climate but still fancy a bit of exposure, most investors are probably going to keep preferring the blissful obliviousness offered by private BDCs and other nontraded private credit vehicles.

2024 ECONOMIC AND MARKET OUTLOOKS

As we step into the new year, businesses and investors are eager to gain insights into the economic and market landscape that awaits them in 2024. Top-tier business outlets like the Wall Street Journal, Harvard Business Review, and Bloomberg Opinion have already begun publishing their forward-looking projections, offering valuable analysis of key indicators to keep an eye on.

One notable trend highlighting this thirst for knowledge is the surge in search interest on Google. Queries such as “2024 economy prediction” and “2024 stock market outlook” have gained significant traction over the past month. Analysts and individuals alike are actively seeking information to make informed decisions in the uncertain times we live in.

In the realm of social media, platforms like Twitter and Reddit have become hubs for intense discussions on economic analyses. Conversations are centered around determining whether the resilience observed post-pandemic

will continue to hold or if the looming specter of recession will cast its shadow in 2024.

One key factor that experts are closely monitoring is inflation. While inflation rates are showing signs of moderating, the global stage remains rife with geopolitical tensions, introducing a layer of uncertainty into the mix. Economic and market experts are diving deep into predictive indicators like employment figures, corporate earnings reports, and the potential impacts of global energy and food supply chains to gauge confidence and assess risks for the year ahead.

At this stage, 2024 promises to be a year filled with both challenges and opportunities. As we navigate through these uncertain times, staying informed and being aware of the economic and market outlooks will be crucial for businesses and investors to make informed decisions that will shape their future success. It's a year to keep a close eye on the indicators, stay resilient, and adapt to the evolving economic landscape.

#EconomicOutlook2024 #MarketAnalysis
#FinancialTrends #2024Predictions
#BusinessInsights #MarketForecast

#EconomicIndicators #GlobalEconomy
#InvestmentStrategy #FinancialNews

#IceFireInitiative: Bridging East and West for a Better Future



Transforming ideas into new businesses that excite



Passion for Growth

Max



Clarity for Profit

Max

In a world where profit margins often overshadow humanity, the IceFire Initiative stands as a beacon of hope, bridging the divide between Eastern talent and Western businesses. For years, companies in the West have reaped substantial profits by sourcing products and services from the East at considerably lower costs. Simultaneously, aspiring entrepreneurs in the West faced significant barriers to entry due to high startup costs. Richard Freer, the visionary behind the [IceFire Initiative](#), recognized these disparities and set out to create a transformative solution.

FOSTERING TALENT AND FAIRNESS

At the heart of the IceFire Initiative is a commitment to fairness. The initiative strives to ensure that designers and marketing talent from Eastern countries receive fair compensation for their skills, while simultaneously providing a lifeline to budding businesses in the West. By connecting these two worlds, IceFire not only nurtures talent but also offers young businesses more affordable services, leveling the playing field.

INVESTING IN EDUCATION

Education is a cornerstone of the IceFire Initiative. The initiative's commitment to providing scholarships for students in Bangladesh reflects its dedication to empowering the younger generation. By covering tuition costs and offering paid work experience, IceFire is not only fostering talent but also opening doors to a brighter future for these students.

PARTNERSHIPS FOR A BRIGHTER FUTURE

To ensure that scholarships are awarded to deserving individuals, IceFire has partnered with Carmichael College, an illustrious institution with a rich history. This partnership reflects IceFire's commitment to quality and excellence.

SUPPORTING NEW BUSINESSES WORLDWIDE

IceFire doesn't stop at scholarships and education. The initiative extends its support to new businesses globally, offering web

development, hosting, marketing advice, and promotion. Whether in Africa, Europe, or Bengal, IceFire helps ideas flourish into exciting new ventures.

A VISIONARY LEADER

Behind the IceFire Initiative stands Richard Freer, a man whose diverse experiences have fueled his innovative approach. From technology to construction, film to finance, journalism to online marketing, Richard's multifaceted journey has enriched his perspective. He believes that true innovation thrives on diversity of experience, and every challenge is an opportunity for growth.

In a world where profit often overshadows purpose, the IceFire Initiative stands as a testament to the positive impact that can be achieved when businesses prioritize fairness, education, and supporting young entrepreneurs. Through its commitment to bridging the gap between East and West, IceFire is shaping a brighter and more equitable future for all.

#IceFire #EmpoweringYouth #Fairness
#Innovation #Education #IceFireInitiative

#Fairness #EducationForAll

#EmpoweringYouth #InnovationForGood

BIM4Housing: Revolutionizing Housing Through Better Information Management



At [BIM4Housing](#), we are passionate about harnessing the power of Better Information Management (BIM) to transform the housing industry. Our vision is simple yet profound: we want all stakeholders involved in housing provision to maximize the value of BIM for improved quality, cost-effectiveness, project timelines, and safety.

Led by George Stevenson, Chairman of BIM4Housing, our team comprises over 100 experts representing various facets of the industry. We foster a collaborative environment where ideas flow freely, discussions are robust, and research is at the forefront. Our mission is to delve into the Information element of BIM, exploring how it can effectively address the multifaceted challenges faced by the housing sector.

Teamwork is at the core of our approach. We believe that by pooling our collective knowledge and expertise, we can drive real change in the industry. Our specialist groups engage in lively debates, research initiatives, and knowledge sharing, all aimed at finding innovative solutions.

But it's not just about discussions; we are delivering tangible results. Our Fire Safety Workstream has generated a series of reports that provide crucial recommendations for improving fire safety in housing. From fire doors to emergency lighting and sprinkler systems, our reports are valuable resources for enhancing safety standards.

At BIM4Housing, we are committed to standardizing and improving various aspects of housing, ensuring a safer and more efficient future for all. Join us on our journey to revolutionize the housing industry through Better Information Management.

#BIM4Housing #InformationManagement
#HousingIndustry #Teamwork #Innovation
#FireSafety #Collaboration #IndustryExperts

Discover the SAB Marketplace: Your Ultimate Business Directory

Navigating the business world just got easier! Introducing the SAB Marketplace - the definitive guide akin to Angie's List, but meticulously tailored for businesses. Whether you're searching for a reliable service provider, seeking strategic partnerships, or aiming to enhance your business's visibility, our curated list promises quality and credibility. Dive into a network where business excellence meets recognition. Join the SAB Marketplace today and be part of a community that values authenticity and expertise.



SAB MARKETPLACE

What is it? It's like the Angie's List for Businesses

What does it do? We promote your brand/product/etc. on our Marketplace Website

Who sees this? This week alone the marketplace has received 156k impressions...and the more we market this – the more impressions we can foresee

**Price? \$9.97 a month (FIRST 100)
NORMAL PRICE \$29.97 a month
* LIMITED TIME ONLY ***

Introducing the SAB Marketplace – your gateway to amplified brand visibility and engagement. Our cutting-edge platform is designed to showcase your products, services, and offerings to a vast online audience, ensuring maximum exposure for your business.

With a reach that spans far and wide, the SAB Marketplace has garnered a staggering 156,000 impressions in just one week, and this is just the beginning. Imagine the potential as we continue to drive its marketing prowess.

This exclusive opportunity comes at an unbeatable price – \$9.97 a month for the first 100 participants, a significant markdown from the standard \$29.97 monthly rate. Don't miss out on this limited-time offer to elevate your brand's presence and make an impact in the digital marketplace. Seize the moment and join the SAB Marketplace today!

<https://www.strategicadvisorboard.com/marketplace>
+1 (877) 944-0944
info@strategicadvisorboard.com

SAB
Strategic Advisor Board
WHERE RESULTS MATTER

Our innovative Demand-Side Platform software transforms into a powerful ad machine that delivers high-quality leads at fair prices. We help level the playing field by empowering businesses of all sizes to take control of their advertising and reach previously unreachable audiences.

ProShark is reshaping the ad landscape for equal opportunities and greater success.

Achieve More with Less: Reach buyers effectively without overspending your budget. ProShark leverages intent and inferred ad serving to connect with consumers efficiently at low costs.

This is a limited-time, introductory opportunity for the first 1,000 ad blocks.

Act now to revolutionize your ad strategy with ProShark!



Still using outdated advertising methods that drain your budget without delivering results? It's time for a revolution! Proshark Media transforms your advertising strategy with targeted, extremely affordable, and effective solutions.

What is an Ad Network?

A technology platform that serves as a broker between advertisers who want to run advertisements and publishers who want to host them. The network aggregates ad space supply from publishers and matches it with advertiser demand, helping advertisers reach a wide audience efficiently and enabling publishers to monetize their website or app traffic. Examples of ad networks include Google AdSense, Facebook Audience Network, and Media.net.

RESHAPING HOW ADS ARE DONE

- **Game-changing**, cost-effective alternative to ad network giants.
- **Our innovative software** turns a Demand-Side Platform (DSP) into a killer ad machine
- Now you can get access to high-quality leads at a fair price
- **Level the playing field** Empowering businesses large and small to take control of their advertising and reach audiences of all types that were previously unreachable.
- Reshaping the ad industry for equal opportunities and greater success.

DISCOVER THE PROSHARK MEDIA AD NETWORK DIFFERENCE:

- **Lower Costs, Higher Efficiency:** Reach buyers effectively without breaking the bank. Proshark Media leverages intent and inferred ad serving, connecting with consumers efficiently while keeping costs low.
- **Break Through the Noise:** Market noise is getting louder and it is harder to get noticed. Proshark Media turns up the volume, ensuring your ads break through the clutter
- **Get 100k impressions per month for just \$1750 a year.** Plus, get 25% off our normal price after the first year.
- **Buy 10 or more ad blocks** and get **200k impressions EVERY month PLUS get 50% off** normal pricing after the first year. This is an INTRODUCTORY, ONCE IN A LIFETIME OPPORTUNITY for the first 1,000 ad blocks only and will NOT be repeated.
- **Embrace Untapped Markets:** Proshark Media welcomes companies ignored by mainstream media. No matter what your business category, call or email to see if we can help you advertise. Things like CBD and Weight Loss are longer taboo.

Definitions


Ad Block: This is a bundle of impressions that we sell for a fixed price. Fixed pricing helps you budget and gives us the ability to buy media in larger chunks,

Impression: An ad impression is the display of an advertisement on a webpage, counted each time it's viewed by a user.

<https://www.proshark.com/ref-ad-network?via=patricia>

Revolutionize Your Ad Strategy with ProShark

Tired of the ad industry giants? Get a game-changing, cost-effective alternative with ProShark.



Proshark Media Ad Network offers an unbelievably low flat rate of **\$1750 per ad block for the YEAR for 100,000 MONTHLY impressions**, providing an attractive & cost-effective option compared to the variable pricing models of other ad platforms. This is a LIMITED, ONCE IN A LIFETIME Opportunity.

PROSHARK MEDIA AD NETWORK COST COMPARED TO OTHER POPULAR AD PLATFORMS, ON AVERAGE:

AD NETWORK ASSETS

Here is the comparison chart we are using based on data aggregated and extrapolated from multiple sources. Important that we let people know these are best guesses and estimates based on the data available to gather. They are as accurate as we could make them, but the numbers always tell the story...

	Google	Facebook	LinkedIn	Proshark
Average CPC	\$2.69	\$1.72	\$5.26	\$0.02
Average CPM	\$2.80	\$11.20	\$6.59	\$0.73
ROAS	200%	450%	130%	>1000%
TROAS	Not measured	Not measured	Not measured	Measured
Average Monthly Spend	\$9,500	\$2,000	\$2,250	\$146 Limited Introductory
Total Annual Spend	\$114,000	\$24,000	\$27,000	\$1,750 Limited Introductory

Data extrapolated based on aggregated industry averages and estimated data from multiple sources

FAQs

What is the process that you are going to implement on behalf of my business? Our process is similar to running a Facebook ad but across multiple channels. Initially, we'll focus on email campaigns and expand to other channels as the platform grows. Our primary goal is to reach an MVP (Minimum Viable Product) stage.

Why invest with you rather than another network? Our unique offering provides **100k impression every month for just \$1,750 per-year**, which is significantly more affordable than any other DSP platform. Imagine receiving a year of Facebook ads for less than it costs for a single month.

How will this be beneficial to my business? By investing in Proshark Media's ad network, you'll gain access to an affordable alternative for advertising. With 100k outreach pieces per month, we will drive traffic to your landing pages or website, increasing visibility and potential leads.

What can I do to maximize the probability of success? To achieve the highest likelihood of success, collaboration and active involvement will be key. Working closely together, we can maximize the effectiveness of our efforts. **An assigned Account Manager** will regularly interface with you to assess and fine-tune the campaigns, and your crucial input in overseeing the process will greatly contribute to achieving our goals.

How can Proshark Media Ad Network benefit my advertising strategy? Proshark Media Ad Network can significantly enhance your advertising strategy by providing **Affordable and Effective Advertising solutions**. With access to a diverse network of premium publishers, top-tier advertisers and advanced targeting capabilities, you can achieve better audience reach, engagement, and ultimately, **higher ROI** for your campaigns.

<https://www.proshark.com/ref-ad-network?via=patricia>

FAQs

Why Proshark media? We get results! Take advantage of this exclusive limited-time offer, where you can secure a remarkably low **cost per impression starting at just \$.00072917**. Once the offer ends, standard market rates apply, without any discounts or extraordinary upfront savings. Act now to maximize your advertising budget!

Diverse Advertising Channels: Proshark Media offers a wide range of options and touchpoints across multiple channels and media platforms to increase your reach and maximize campaign impact.

What type of reporting will the I receive and what metrics are you focused on to gauge "success"? We have the flexibility to create customized reports as we develop the platform. **Initially, we'll provide standard reports and continue to customize these as we grow.** Eventually, we will have a full suite of reporting available to you. Additionally, we will help you define the metrics that will help drive success based on your specific requirements.

Who is going to be responsible for managing the inbox, sending out replies, providing reporting, etc..? Our team will manage and respond to one-off emails that come in, but **the primary focus will be directing leads to landing pages and links.** It is the responsibility of your sales funnel to convert the leads once they reach the landing pages. We can discuss additional services like developing landing pages or funnels if needed.

Maybe the price will go down if I wait. This opportunity is just for the first 1000 ad blocks ONLY so we can develop the platform. This opportunity is only available for a limited time and provides you **with cost per impression as low as \$.00072917**. After that, the costs go up to market – no repeat.

Year 1: \$1750 per YEAR for 100k impressions per MONTH
Years 2 - 5: 25% discount on all ad subscriptions
(50% discount and 200k impressions per month when you buy 10 ad blocks or more).

Proshark Media Ad Network is the perfect alternative for advertisers who can't get on Google or Facebook. We offer lower costs, higher effectiveness, and a more business-friendly environment. Sign up today and start reaching your target audience with a subscription to Proshark Ad Network!

TO QUICKLY SECURE YOUR SPOT IN OUR EXCLUSIVE NETWORK CONTACT:



adnetwork@proshark.com



<https://www.proshark.com/ref-ad-network?via=patricia>

Investor Relations (IR)

Investor Relations Trends

1. Increased focus on ESG (Environmental, Social, Governance) issues - Institutional investors now commonly screen and evaluate companies based on ESG metrics covering topics like climate impacts, DEI initiatives, executive accountability when making investment decisions.
2. Continued digital communications acceleration - The COVID-19 pandemic necessitated increased use of virtual shareholder meetings, webcasts, and digital formats IR teams now widely incorporate for more accessible ongoing investor engagement.
3. Expansion of individual/retail investor activity - Brokerage apps, commission-free trades, and meme stocks have brought renewed retail investor interest, requiring tailored IR targeting beyond just institutional holders.
4. Video usage growth - Multimedia communications integrating video like managers summaries on earnings calls has grown significantly to humanize figures and strategy for visual shareholders used to digesting vlogs/TikToks.
5. Automating data flows & analytics - Solutions leveraging artificial intelligence allow more automated yet customized shareholder data analysis, outage prediction risks identification, and faster information processing.

As IR continues to adapt to a fast-changing business environment, staying abreast of these trends is essential for IR professionals to maintain effective communication with the investment community.

Public Relations (PR)

Public Relations Trends

1. Increased Influencer Marketing - Working with nano, micro and macro social media influencers to organically promote products/messages is rapidly gaining traction given audience trust.

2. Expanded Use of Data & Analytics - PR teams now heavily incorporate both quantitative metrics and qualitative sentiment analysis through AI to gauge campaign effectiveness and optimize messaging.
3. Quickened News Cycles - The constant unending news flow means PR responds in real-time no longer relying on planned media placements tied to an announcement calendar but rather always-on monitoring.
4. Video Content Prioritization - Developing compelling video assets like sizzles, interviews and explainers has become standard to meet visual preferences across generations and platforms.
5. Renewed Need for Brand Purpose Articulation - In a polarized climate with conscious consumers, establishing ethical stands tied to company mission and values can anchor narratives.

While core media relations remain vital, public relations must now leverage wider strategies encompassing influencers, viral mediums, data-optimization, quicker responses and clarified brand alignments - sustaining always-on relevance across fragmented audiences awash in information.

Marketing

Marketing Trends

1. Contextualized Personalization - Using data and integrated tech stacks to tailor messages to consumers' digital body language based on known interests, habits and behaviors.
2. Direct-to-Consumer Growth - DTC models allowing owning sales channels and consumer relationships continue rapid expansion threatening conventional retail.
3. Shoppable Streaming and TV Commerce - Enabling seamless purchase of seen products through shoppable ads, QR codes or partnerships with streaming content and networks.
4. Privacy Adaptations After Policy Changes - Adjusting strategies to shifting device identifier access and targeting abilities per Apple's ATT, Google's Privacy Sandbox etc. privacy updates.
5. Multicultural Marketing Investment Increases - Initiatives around authentic multicultural

representation has become competitively crucial as multicultural populations grow quickly.

While tactics continuously evolve per channels, the consistent imperative remains developing human connections through storytelling anchored around bettering lives rather than product attributes alone. Core tenets carry through even as technologies, formats and cultural sensitivities progress.

Digital Marketing

Digital Marketing Trends

1. Automation Through AI - Leveraging artificial intelligence for areas like predictive lead scoring, personalized ad targeting, campaign analytics, content creation and offer recommendations.
2. Digital Events Gaining Traction - Hosting hybrid physical/virtual or fully-online branded events allowing deeper attendees reach and engagement vs in-person-only.
3. Shoppable Posts Expanding - Social platforms introducing or testing shoppable post formats turns organic content into instant e-commerce channels.
4. Voice Search Optimization Becomes Imperative - 1 in 5 searches now happen through voice which requires adjustments around long-tail, conversational and localized SEO.
5. Interactive Content on The Rise - Digital experiences harnessing tools like augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and 360-degree video foster deeper audience immersion.

While channels continuously evolve, human-centric storytelling remains the unchanging north star though now told through emerging technological conduits. Digital flavors the media but resonance derives from forging consumer connections around fulfilling lifestyle aspirations rather than product attributes alone.

Artificial Intelligence (AI)

AI Trends

1. Improving Language AI Capabilities - Advances in natural language processing allowing more human-like conversational abilities across areas like search, messaging, analytics and content creation.
2. Expanding Use of AI-Generated Content - Leveraging language AI to automate high volume, structured content at scale for areas like product listings, reporting, some news articles where human touch less crucial.
3. AI Deployment Across Verticals - Major AI investment and specialization tailored for industries like finance, healthcare, manufacturing, retail, transportation based on most impactful use cases.
4. AI Explainability and Fairness - Increased focus on making AI more transparent around data use/decision-making and reducing baked-in human biases as adoption accelerates significantly.
5. AI at the Edge - Enablement of AI processing on local devices vs the cloud alone allowing faster yet secure analysis closer to where data originates/gets used especially as 5G spreads.

Per McKinsey, global AI investment surpassed \$130 billion in 2022. As software permeates all facets of life, streamlining processes through 'thinking' algorithms has clear upsides but responsible testing, ethics and human oversight remain crucial as well.

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

Upcoming Events

DATE	EVENT TYPE	NAME	LOCATION
Thursday, February 08 2024	Webinar Series	NIRI 2024 Advocacy: Updates, Priorities, and How To Get Involved NIRI and The Society for Corporate Governance team up to discuss upcoming legislative & advocacy goals for 2024.	
Tuesday, February 20 2024	Seminar	Capital Markets Essentials - February 2024 Virtual financial training for investor relations and corporate communications professionals	
Tuesday, February 27 2024	Seminar	Financial Information Essentials - February 2024 Virtual financial training for investor relations and corporate communications professionals	
Tuesday, March 05 2024	Fundamentals of Investor Relations	Fundamentals of Investor Relations - March 2024	
Wednesday, March 13 2024	Writing for IR, Investor Presentations	Two-Part Masterclass on Compelling Investor Presentations and Investor Days (March 2024)	
Tuesday, March 19 2024	Seminar	Shareholder Value & Telling a Great Investment Story - March 2024 Virtual financial training for investor relations and corporate communications professionals	
Sunday, June 09 2024	Annual Meeting	2024 NIRI Annual Conference The 2024 NIRI Annual Conference: June 9-11 in San Francisco, CA.	
Tuesday, June 25 2024	Seminar	Capital Markets Essentials - June 2024 Virtual financial training for investor relations and corporate communications professionals	
Tuesday, July 09 2024	Seminar	Financial Information Essentials - July 2024 Virtual financial training for investor relations and corporate communications professionals	
Tuesday, July 16 2024	Seminar	Understanding & Communicating Company Value - July 2024 Virtual financial training for investor relations and corporate communications professionals	

For REITs, Nareit typically holds several events each year, including REITwise, REITworld, and other forums and symposiums that can offer valuable networking and learning opportunities for professionals in the sector.

Check out their 2024 calendar of events:

<https://www.reit.com/events>

Regarding ETFs, websites like ETF Database and ETF Trends are good resources for staying informed about upcoming events and trends in the ETF market.

- <https://etfdb.com/>
- https://www.etftrends.com/webcasts/fixed-income-symposium/?partnerref=trends_nav
- <https://www.exchangeetf.com/>

For BDCs and MLPs, industry-specific events are generally announced closer to their dates but here are several to review.

- <https://digimarcon.com/2024-business-development-conferences/>
- https://www.cunacouncils.org/content/cuna/councils/events/cuna_marketing_businessdevelopmentcouncilconference2024.html
- <https://www.kitces.com/master-list-top-financial-advisor-conferences-ranked-best/>
- <https://www.acg.org/events>
- <https://eic.energy/eic-investor-conference/>
- <https://www.peievents.com/en/event/impact-investor-global-summit/>
- <https://www.kitces.com/blog/2024-best-financial-advisor-conferences-list-fpa-norcal-t3-futureproof-elevate-xypn/>

Remember to check back periodically on these resources or sign up for newsletters to receive timely information as dates and venues for 2024 events are confirmed.

News + Information



Press Release

For Immediate Release

New York, NY - January 19, 2024 - The relentless march toward zero emissions poses a significant financial burden on heavy CO2 emitters, but INNOVO Profitable Net Zero offers a groundbreaking solution that turns an economic challenge into a profitable opportunity.

According to a McKinsey report, without innovative interventions, the steel, cement, and fossil fuel industries could face staggering costs in the collective push for a carbon-neutral future. The steel industry alone might see a \$4.4 trillion investment over the next 30 years, potentially increasing production costs by 30%. The cement industry is not far behind, with an expected \$1.8 trillion expenditure and a 45% increase in production costs to meet decarbonization targets.

INNOVO Profitable Net Zero's advanced technology presents a paradigm shift, showing that environmental initiatives can coincide with financial profitability. Already successfully operational in plants across Canada, the UK, and the US, INNOVO's system is a proven model ready for widespread adoption. "Transitioning to sustainable operations should not mean financial compromise," says Martin Kelly, Chair and Founder of INNOVO Profitable Net Zero. "Our technology is not only a boon for the environment but a strategic asset for any forward-looking company."

Reducing Costs, Enhancing Profits Implementing INNOVO's cutting-edge technology can save companies from the financial strain of transitioning to net-zero emissions. Instead of costly plant upgrades and increased product prices, INNOVO offers a sustainable path forward,

harnessing CO2 emissions to produce valuable byproducts, thereby transforming environmental responsibility into a source of revenue.

A Strategic Investment in Sustainable Growth: The McKinsey report underscores the imminent need for industries to evolve or face dire financial consequences. With INNOVO Profitable Net Zero's technology, industries have the opportunity to not only meet regulatory demands but also to innovate, leading the charge towards a greener economy while also driving shareholder value and gaining a competitive market edge.

About INNOVO Profitable Net Zero: INNOVO Profitable Net Zero is dedicated to providing sustainable solutions for heavy CO2 emitters. Our technology is at the forefront of the environmental revolution, offering companies the tools to turn their carbon footprint into profit. For more information on INNOVO Profitable Net Zero and how we can assist your company in achieving its environmental and financial goals, please visit <https://innovo-network.com/>.



Weekly Podcast: Successful Minds



Weekly Free Advice: Been There/Done That

30 Admired Companies to Watch 2021 - CIO Bulletin
Patricia Baronowski-Schneider, Pristine Advisers Founder:
“We effectively communicate your mission and goals to the audience that matters most to you.”

Pristine Advisers: Empowering Companies to Conquer the Business Battlefield

2024 Holidays

The most common (Federal) holidays of the United States (USA) in 2024 are listed below.

Date	Holiday	Day
January 1, 2024	New Year's Day	Monday
January 15, 2024	Martin Luther King Day	Monday
January 24, 2024	Belly Laugh Day	Wednesday
February 2, 2024	Groundhog Day	Friday
February 12, 2024	Lincoln's Birthday	Monday
February 13, 2024	Mardi Gras Carnival <i>(New Orleans)</i>	Tuesday
February 14, 2024	Valentine's Day	Wednesday
February 19, 2024	Presidents Day and Washington's Birthday	Monday
March 10, 2024	Daylight Saving <i>(Start)</i>	Sunday
March 17, 2024	St. Patrick's Day	Sunday
March 29, 2024	Good Friday	Friday
March 31, 2024	Easter	Sunday
April 1, 2024	April Fool's Day	Monday
April 1, 2024	Easter Monday	Monday
April 22, 2024	Earth Day	Monday
May 5, 2024	Cinco de Mayo	Sunday
May 12, 2024	Mother's Day	Sunday
May 18, 2024	Armed Forces Day	Saturday
May 19, 2024	Pentecost	Sunday
May 20, 2024	Pentecost Monday	Monday
May 27, 2024	Memorial Day	Monday
June 14, 2024	Flag Day	Friday
June 16, 2024	Father's Day	Sunday
June 19, 2024	Juneteenth	Wednesday
July 4, 2024	Independence Day	Thursday
July 28, 2024	Parents' Day	Sunday
September 2, 2024	Labor Day	Monday
September 8, 2024	Grandparents' Day	Sunday
September 11, 2024	Patriot Day or September 11th	Wednesday
September 16, 2024	Stepfamily Day	Monday
September 17, 2024	Citizenship Day	Tuesday
September 27, 2024	Native American Day	Friday
October 14, 2024	Columbus Day	Monday
October 16, 2024	Boss's Day	Wednesday
October 19, 2024	Sweetest Day	Saturday
October 31, 2024	Halloween	Thursday
November 3, 2024	Daylight Saving <i>(End)</i>	Sunday
November 11, 2024	Veterans' Day	Monday
November 28, 2024	Thanksgiving	Thursday
November 29, 2024	Black Friday	Friday
December 2, 2024	Cyber Monday	Monday
December 7, 2024	Pearl Harbor Remembrance Day	Saturday
December 25, 2024	Christmas Day	Wednesday
December 31, 2024	New Year's Eve	Tuesday

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



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

To learn more:

<http://www.pristineadvisers.com/>

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/>

Facebook - <https://www.facebook.com/PristineAdvisers?sk=wal>

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>





Patricia Baronowski-Schneider
CEO of
Pristine Advisers
JUNE 2023

Featured in
PIVOT Magazine
with Robert Kiyosaki of
Rich Dad, Poor Dad

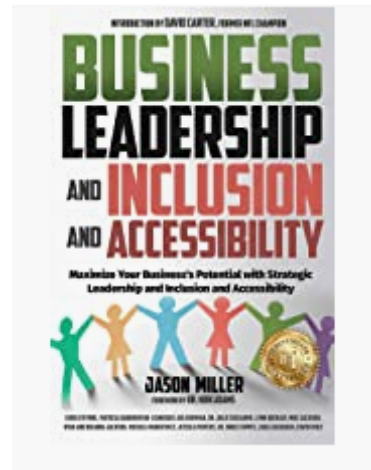
SUCCESS THROUGH
RESILIENCE AND
ADAPTABILITY



PATRICIA BARONOWSKI-SCHNEIDER

The story begins in the stark confines of a... million dollars was recommended. But... resilience, he credits his partner... the way she's far from making... successful personal finance... a smart investment in the search for a... business idea. Her partner... the first of dozens of deals pushed out...





Follow Us Online!



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, rd - 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



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



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-pareil. 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**

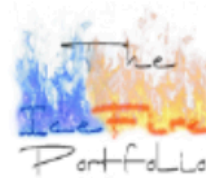


**Brookfield
Asset Management**

China Enterprises Limited



Terra Firma Foods



**JAPAN
Smaller Capitalization
Fund, Inc.**



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