



Communications and marketing specialist

My job is finding the right words to tell your story, and telling it well. The words always come first. Before you can sell yourself, a product or an idea, you have to define who you are, what you have to offer, why your solution is the right one and who you need to reach with your message. Once we have the right words, telling the story well comes into play. Now the message is adapted to the tools selected to best reach the right audience. These tools range from printed and pdf newsletters to web site postings, blogs, emails, on-line publications, social media etc.

Financial Communications Associates, Inc. - Founder and President - 1988 - Present

THE EVOLUTION OF FINANCIAL COMMUNICATIONS ASSOCIATES, INC.

Initial purpose: Investor relations support for publicly traded companies

Accomplishments:

- Wrote and produced in excess of 25 corporate annual reports and video reports, with accompanying quarterly reports, financial press releases and analyst presentations
- Conducted analyst outreach and surveys for Qwest, TCI and other corporations
- Drafted executive speeches on topics ranging from financial performance to industry outlook
- Created white papers on company niches and opportunities for growth
- Created policy manuals and corporate contribution procedures
- Trained in-house Investor Relations staff
- Conducted public relations campaigns for regional securities firms

Expansion: Support of the money manager and investment advisor

Accomplishments:

- Wrote and produced annual reports for mutual funds, hedge funds
- Developed marketing materials for mutual funds, hedge funds, individual money managers and registered investment advisors including newsletters, direct marketing campaigns, advertising, brochures, public relations campaigns, authored articles
- Wrote and coordinated production of some 30+ web sites for financial companies ranging from trust companies to money managers and service providers
- Created marketing and public relations outreach programs for an association of registered investment advisors for 23 years. This includes conference brochures and promotion, web sites, newsletters, advertisements, presentations, media outreach, authored articles, sponsor solicitation, etc.
- Columnist for Proactive Advisor - an online magazine for investment advisers and registered reps
- Write and produce a subscription newsletter for investment advisers, now in its 24th year
- Create proprietary marketing tools, including presentations and brochures that are customized for individual investment management firms.

Ancillary Activities: Based on areas of interest

Accomplishments:

- Develop web sites and marketing materials for companies of interest
- Create public relations outreach programs for academic and non-profit organizations

EDUCATION

- **Master of Business Administration** - Marketing Focus, Colorado State University, Fort Collins, Colorado - May 1980.
- **Bachelor of Arts** - Technical Journalism/Public Relations, minors in business and political science, Colorado State University, Fort Collins, Colorado - May 1977.
- **Accredited Public Relations (APR)** - Public Relations Society of America - July 1988.

TECHNICAL PROFICIENCY

SEC and FINRA Compliance - More than 25 years of creating marketing materials that are subject to Securities and Exchange Commission and Financial Industry Regulatory Authority review for compliance with regulatory and industry advertising constraints.

Print Production - Extensive experience taking publications from concept to copy writing, design coordination, revision management, print specification and bidding, press checks and final off-press delivery. Have established printer relations in Colorado and Wyoming and have worked with online printers for cost-constrained projects.

Online Publications - Created web sites from original designs created by web designers to templates, including writing, image selection, code adaption, search engine optimization, data collection, etc. Wrote and created email campaigns using Constant Contact, I-Contact, InfusionSoft and custom html coding. Wrote and formatted blog postings. Created LinkedIn and corporate Facebook sites.

Program Competencies -

Adobe Suite - including Indesign, Acrobat full edition, Photoshop, Dreamweaver;
Microsoft - Word, Excel, PowerPoint, Publisher, WordPress;
Multiple FTP programs; CoffeeCup HTML Software; graphing programs
QuickBooks Pro accounting software

ADDITIONAL EXPERIENCE

Account Executive - The Bates Group, Inc. - Denver, Colorado - 1987 to 1988.

The Bates Group was a financial public relations firm. Position involved production of annual reports, quarterly, financial fact sheets, corporate presentations, list development, media communications and special projects for clients ranging from financial institutions to medical equipment manufacturers, oil exploration and development firms, hazardous waste management and a frozen dessert manufacturer. Other activities included strategic planning, new client proposals and bids, and phone contact with analysts, brokers and market makers.

Public Relations Manager, Assistant VP - BANK WESTERN - Denver, Colorado - 1983 to 1987.

Responsible for public relations, customer and employee communications, community relations and media relations for the \$3.5 billion financial institution and investor relations for the parent company, Western Capital Investment Corporation. Wrote and coordinated production of annual reports, quarterly reports, proxy statements, financial news releases, corporate fact sheets and investor newsletters. Coordinated annual shareholders' meeting and analyst presentations. Scripted and planned analyst and broker presentations, including display materials and slides. Tracked corporate performance statistics and price variations, and formulated studies to measure effectiveness of corporate communications.

Public Relations Director - Eugene F. Pilz & Company - Denver, Colorado - 1979 to 1983

Provided public relations, customer communications, newsletter writing and special event production and coordination for the agency's primary client, Western Federal Savings (later Bank Western) and five affiliated companies.

AWARDS AND RECOGNITION

- National Investor Relations Institute (NIRI) Rocky Mountain Chapter award for Best CEO Letter.
- Public Relations Society of America (PRSA) Colorado Chapter Gold Pick Award for annual reports.
- American Marketing Association (AMA) Silver Peak award winner for annual reports.
- PRSA Chapter Gold Pick Award for Special Public Relations.
- NIRI Rocky Mountain Chapter Golden Summit Award for Annual Report Excellence.
- PRSA Chapter Gold Pick Award of Merit for feature writing excellence.
- 2000, 2001, 2002, 2003 — Institute of Financial Education - First in national newsletter competition.

LINDA B. FERENTCHAK

Web, Email and Print Communications Specialist



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The words always come first. Before you can sell yourself, a product or an idea, you have to define who you are, what you have to offer, why your solution is the right one and who you need to reach with your message. That requires asking the right questions and listening carefully. Depending upon the project, I may be able to add industry knowledge or research to strengthen the message, but to be truly effective, the message must fit the client. A generic message doesn't work. If anyone else can make the same claims, offer the same benefits and the same results, the message is flawed. An effective message needs to be unique to the individual, the company, and the product or service.

Once we have the right words, telling the story well comes into play. Now the message is adapted to the tools selected to best reach the right audience. These tools range from printed brochures, direct mail pieces and product information to web sites, blogs, emails, on-line publications, presentations, search engines, videos, social media etc. Each tool comes with its own production requirements. This is where experience matters a great deal. Without an understanding of how the media is used, production requirements and content restrictions, it's easy to spin off time and money and end up with communications that fail to sell.

Attention to detail is crucial. Grammar matters. Images should reinforce the message. Concise, effective messaging matters. Competition for the audience's attention is everywhere. Knowing the capacity and limitations of the communication tools shapes the message.

Perhaps the most important qualification Linda Ferentchak brings to a job is experience. She began her communications career in the world of print media, produced award winning annual reports, newsletters and pr campaigns, and then grew in her profession as the Internet revolutionized marketing. Linda has created a full range of effective marketing materials that span technologies, demographics and delivery modes. She is proficient in a wide range of programs and media applications and is a perpetual student of marketing technologies. Areas of special emphasis include investment management, financial management, mortgage lending, banking, natural resources, oil & gas, water resources and education.

For more information:

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