



CONTENT DEVELOPMENT SPECIALISTS
FOR CORPORATE BANK MARKETING



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Credentials & Qualifications

About Us

FPS develops, manages and distributes custom business content on behalf of banks and other financial services marketers.

We specialize in e-newsletters, white papers, case studies, conference presentations, and bylined article writing and placement services.

Business Lines We Serve

Treasury and Cash Management

Commercial Card Services

Merchant Services

(including emerging payment channels)

Pension Fund Management

Financing

Investments

Trust Accounting & Custody

Public Sector/Government Banking

International Trade and Foreign Exchange

Wealth Management/Private Banking

Correspondent Banking

Small Business Banking

Venture Capital and Investments

Equipment Leasing

Retirement and Benefits Planning

Services

Content Development

- Newsletter articles
- White papers, special reports, and case studies
- Conference presentation development
- Client networking event coverage
- Trade publication content (advertorials, bylined articles)
- Brochures and other collateral materials

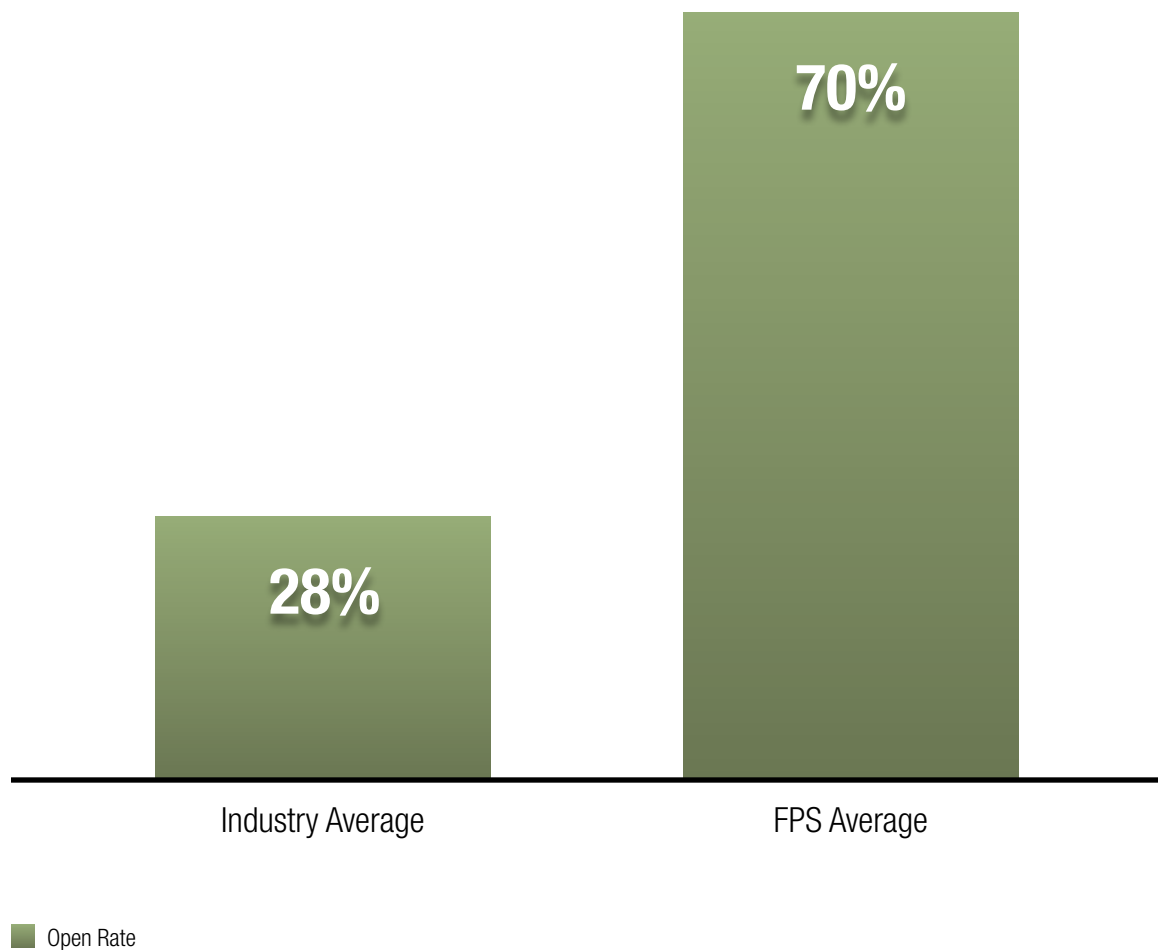
Production and Distribution

- Professional design
- E-mail broadcasting or printing and mail distribution
- Real-time tracking and reporting
- Strategic media placement services
- Content management services

Key Performance Indicators

Twice the Industry Average

Results from content developed by FPS:



Editorial Expertise

Amy, FPS Senior Writer

Amy has more than 30 years of experience in marketing communications and customized content development for the financial services industry. Prior to becoming a writer, she worked in banking and for the international accounting firm of Ernst & Young. Her career experience includes strategic marketing communications and management, public relations, investor relations, and employee communications. Amy holds an MBA in marketing from Xavier University with a minor in finance and a BA in consumer studies from Indiana University.

Editorial Expertise

Richard, FPS Senior Writer

Over the course of a 34-year award-winning career in business journalism, Richard's work has primarily been in the financial services industry. He has written on a wide spectrum of topics, including banking services, treasury management, accounting services, technology and investment management. He writes both on a bylined basis as a journalist, and as a ghost-writer or anonymous author of white papers and other writing formats for financial services industry clients.

Editorial Expertise

John, FPS Senior Writer

John has been a financial writer for more than 20 years, covering financial industry infrastructure, technology, regulatory and business news issues. He has written extensively on the futures and options markets and has covered news pertaining to broker-dealers, fund managers, capital markets, investment sales, syndicated loans, derivatives and securitizations.

While an executive editor at a leading industry publishing company John was responsible for four weekly banking newsletters: *Financial Modernization Report*, *Mortgage Marketplace*, *Bank Investment Services Report*, and *Bank Advertising News*. He also writes frequently about cash management and liquidity issues and related automated systems.

John has covered capital markets for nearly 20 years and occasionally covers IRS issues related to tax planning for the capital markets. For example, he wrote several stories about recent IRS changes to cost basis accounting and how those changes would impact trading.

Editorial Expertise

Adam, FPS Senior Writer

From treasury management to the latest advances in government and consumer products, Adam has broad industry experience, so he understands how your customers think about and approach your market. He has worked with national leaders in banking, investing, insurance, policy, and regulation. Adam's journalism background enables him to comfortably and efficiently interview subject matter experts and extract key messages that are free of jargon yet full of valuable details. Adam also has in-depth experience covering banking regulation issues having served as a senior writer and policy analyst for the American Bankers Association covering issues like anti-money laundering, Gramm-Leach-Bliley, Dodd-Frank, bankruptcy law, consumer and mortgage banking, and credit. He has drafted scripts for ABA representatives testifying before Congress.

Editorial Expertise

Karen, FPS Senior Writer

Karen is an experienced business and financial writer. Her stories have appeared in Bankrate.com, *Business Finance*, *CFO*, *Global Finance*, and other publications. She's also written blog posts, whitepapers and case studies for a number of corporate clients. She earned an MBA at the University of Washington and a BS in Business Administration from Valparaiso University.

Editorial Expertise

Rebecca, FPS Senior Writer

Rebecca has been a professional business writer for more than 15 years specializing in corporate treasury and banking. Formerly the editor of Treasury Today magazine, she has eight years of experience writing about corporate treasury and global transaction banking. Her areas of expertise include banking and cash management, liquidity management, payments, SWIFT, SEPA, eBAM, treasury technology, supply chain finance, trade finance, money market funds, risk management, corporate finance and treasury in Asia. Rebecca has a BA in English Language and Literature from Oxford University.

Editorial Expertise

Allan, FPS Senior Writer

Allan is a financial writer with more than 20 years of wide-ranging experience. His specialty areas include: retirement plan communications, wealth management, individual investing, institutional investing, personal finance, banking and insurance. Allan has written about banking issues and has produced newsletter and magazine articles, flyers, brochures and other collateral materials for corporate treasury clients as well as retail banking clients.

Allan has broad experience writing for both retirement plan participants and plan sponsors. He has in-depth experience writing about wealth management for both high-net-worth individuals and their financial advisors. He has written about institutional investing for pension funds, endowments and foundations, producing content in the form of magazines, newsletters, special reports and white papers.

Allan has co-authored two consumer education books on financial planning/money management. In addition, he has written on numerous insurance-related topics for internal and external audiences, including agents and staff of insurance companies, as well as their customers and prospects.

Editorial Expertise

Robert, FPS Senior Writer

Robert writes and edits feature articles on topics such as retirement and benefits, governance and accounting, and financial risk management. He also develops people profiles and writes regularly on treasury management tools and technology, and electronification of payments, especially as it applies to international transactions. He also routinely writes about business credit issues and succession planning, and about the impact of taxes and economic trends on small businesses. He produces white papers, case studies and investor updates that feature articles on hedge funds, private equity placements, venture capital and capital markets issues. Robert recently developed a ghostwritten article on Market-Consistent Embedded Value (MCEV), a proposed accounting regimen for the insurance industry. His other credits include 14 years as a copy editor and editor at *BusinessWeek*.

Editorial Expertise

Melissa, FPS Senior Writer

Melissa is an award-winning writer, editor, blogger and producer based in California who has contributed to dozens of publications across the country. She specializes in writing about the real estate industry, while also having a writing background in psychology. Melissa is also the creator of several real estate news blogs. She has frequently taught on multimedia journalism topics as well as spoken on the home design industry. Melissa is a self-proclaimed “technology nut” who embraces technology and looks for new ways to deliver stories via multimedia platforms.

Editorial Expertise

Other FPS Senior Writers

FPS has several additional writers who have extensive experience writing about and for the treasury services and banking industries. Among their many areas of editorial expertise are B2B and B2C payment methods and technologies, purchasing cards, bank credit card marketing, reloadable prepaid cards, bank branch technology, treasury transformation, receivables management, ACH trends and risk management, corporate investment policies, FX management and accounting, securities processing software, hedge fund management software, and hedge fund trends and trading strategies.

Meet the Team

Vince DiPaolo, President and Founder

In 1986 Vince founded Financial Publishing Services Company. Under his leadership, FPS has produced hundreds of publications utilized by many of the country's leading financial institutions to communicate value to their business clients.

He was editor of *CASHFLOW* Magazine, one of the first publications serving the treasury services marketplace. He later served as cofounder and editor of several publications, including the *Journal of Working Capital Management*, *EDI Executive* newsletter and *The Credit Manager* newsletter. He also was editor of *The Handbook of Cash Flow and Treasury Management*.

Meet the Team

Ed Salzmann, FPS Editorial Director

In 1990, Ed joined FPS as Chief Editorial Officer responsible for all content development at FPS. He works with clients on identifying topics, writes and edits copy, and supervises the work of all FPS writers.

Ed began his career as managing editor of Bank Administration magazine and managing editor of *CASHFLOW* magazine, one of the first publications written for corporate cash and treasury managers. He has also been a reporter for both the Associated Press and United Press International wire services and has edited financial management industry handbooks including *The Handbook of Cash Flow and Treasury Management* and *Cash Flow, Credit and Collections*.

Meet the Team

Ventsi Petrova, Director of Operations

As Operations Director Ventsi provides a number of specialized services to our clients, including the work flow management of all FPS-produced publications, performance reporting and analysis, as well as ongoing consulting and strategic planning to ensure clients continue to achieve maximum results from their marketing communications initiatives.

For the past 11 years Ventsi also has managed our Information Technology and Design and Marketing Services team, keeping FPS' many client services functioning in an efficient and streamlined manner.

Ventsi earned Finance and Economics degrees from the College of Commerce at DePaul University.

Meet the Team

Christine Durkin, Director of Marketing

Christine has been a marketing and sales professional in the publishing industry for the past 22 years. As such, she has served as Key Account Executive for *The Chicago Sun-Times*, co-founder of *The Business Ledger* and Marketing Consultant for Thomas Publishing Company.

She joined FPS as Marketing Director in 2002, providing ongoing research for the financial services industry on best practices in online marketing. She focuses on multi-media strategies that engage bank business clients, such as website landing page optimization, audio/visual presentations, email marketing and social media.

Meet the Team

Paradigm Productions, Inc.

Paradigm Productions, Inc. was launched in 1995 as an interactive marketing specialist in B2B digital strategies, producing marketing communications solutions for a digitally driven marketplace.

As an FPS partner, Paradigm Productions provides best-in-class professional design services for our clients' newsletters, white papers, case studies and other collateral materials.

Clients/Samples

Clients

Over the past 25 years, FPS has worked with many world-class banks, including:



Work Samples

Samples of our work are available upon request.

Please contact Ventsi Petrova at 847.501.4120 ext. 2.

or e-mail ventsi@fpssc.com



Testimonials

“FPS has the best writers in the industry. They also have a unique knack for making everything ‘very digestible’”

“I’m picky, but with FPS I really don’t need to make many edits ... they get it right the first time.”

“Our monthly newsletters are a great way to keep in touch with clients. It is a great tool in our client retention efforts.”

“FPS’ ability to nurture relationships has made them one service provider I would like to continue to work with for years to come.”

“Our tracking reports confirm that our best targets are reading our [FPS developed] newsletter.”

“FPS editors do an excellent job of staying abreast of industry trends and knowing what is on the minds of our clients — and consistently provide content that is well written and timely.”

“More than 80% of (relationship managers) rate the newsletter as providing significant added value to their sales efforts.”

“I especially value what FPS and their editorial staff does in terms of competitive and industry-specific content.”

“Our content marketing program, featuring a quarterly newsletter by FPS, resulted in a 70:1 return on investment.”

Contact Us

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