StratCommRx®

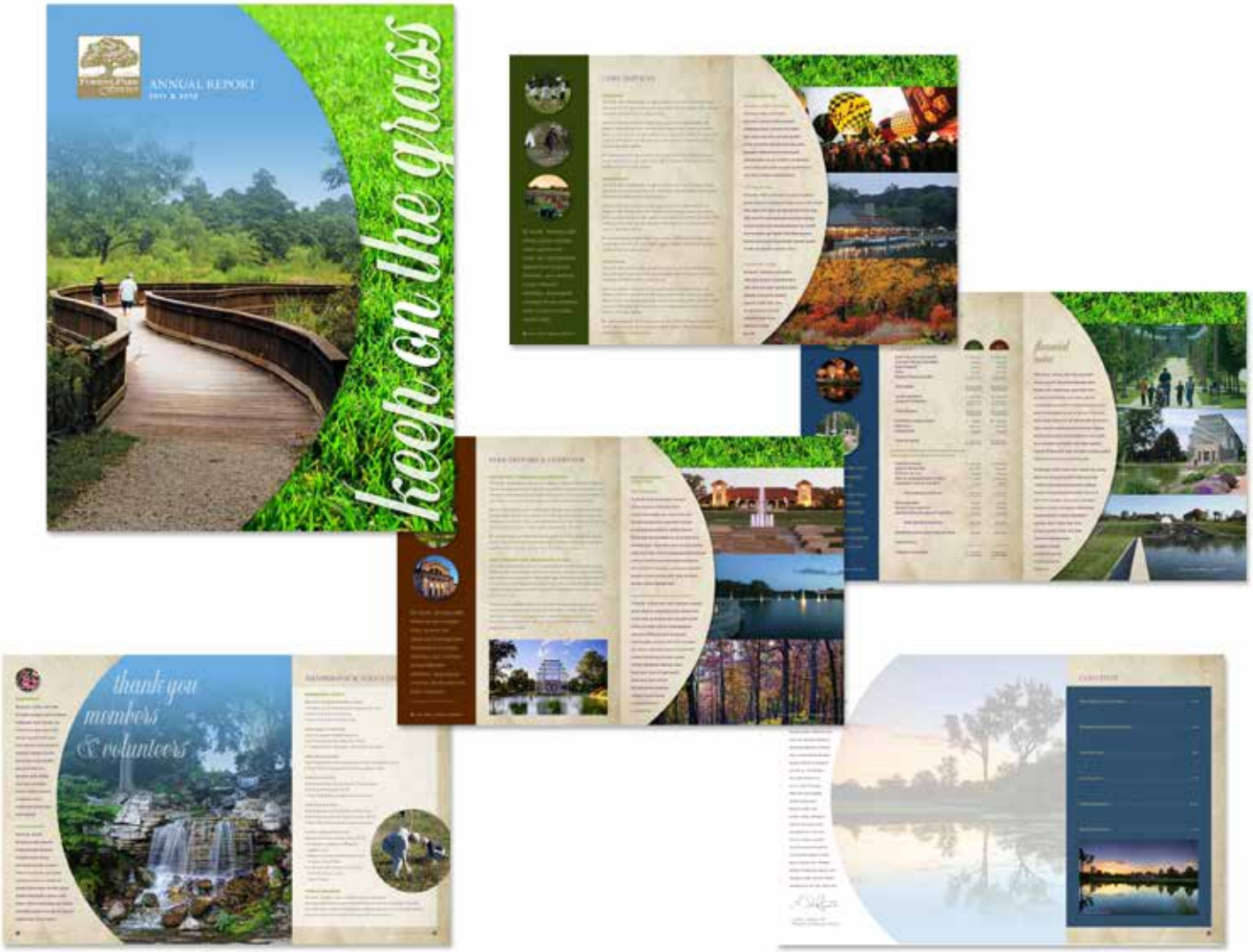
Engaging Communications®

Portfolio

Kelly Ferrara
President
314-221-2251 I Kelly@StratCommRx.com

Updated August 2019

Forest Park Forever – Prospect Direct Mail



Forest Park Forever – Annual Report Template

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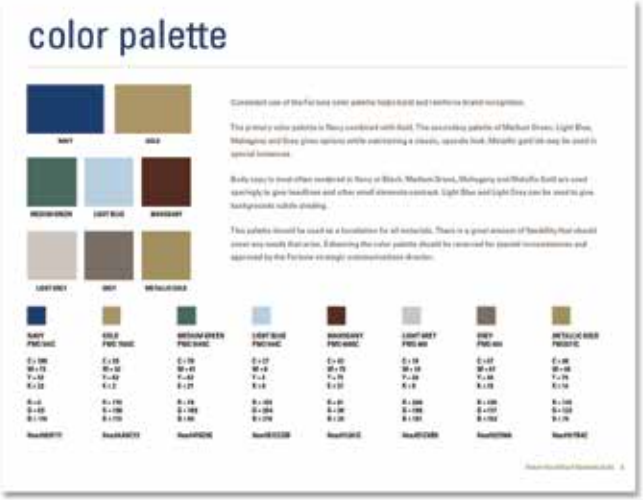
Forest Park Forever – Renewal Package Mailer



Creative Portfolio

Fortune – Branding, Identity and Advertising

OUR VALUES

Solution-oriented Service

In all we do, Fortune believes in offering solution-oriented service. Our focus is on putting the customers' needs first and on delivering service that is grounded in seeking options when faced with barriers.

Resourcefulness

In all we do, Fortune values resourcefulness. Our team is highly trained, situationally savvy, and expert in our fields. We take pride in using our collective wisdom and expertise while creating effective results for our customers.

Relationships

In all we do, Fortune strives to build and maintain strong, effective relationships. Seeing customers as participants in a relationship with our Fortune team changes the way we do business. It makes conversations out of transactions and trusted advisors out of Fortune representatives.

Leadership

In all we do, Fortune brings stable, skilled and effective leadership ideals to work every day. The Fortune team makes the right decisions, not always the easy decisions. The Fortune team is an active member and leader in the communities where we do business.

Member FDIC

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Fortune

BANKING · INSURANCE · INVESTMENT · MORTGAGE · SBA LENDING

Fortune – Company Values Graphics and One-sheet

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Fortune – E-Newsletter Template

Fortune – Staff Ads and Bio Sheets

FORTUNE SMALL BUSINESS ADMINISTRATION LENDING

BUSINESS ACQUISITIONS

OWN YOUR OWN BUSINESS

Fortune and our SBA loan specialists value building a relationship with you. Fortune will skillfully assist you in purchasing your dream business.

Our partnership with the Small Business Administration provides benefits such as:

- Up to 10-Year Fully Amortizing Terms
- Longer Terms = Lower Payments
- Loan amounts up to $5 Million
- No Balloon Payments
- Low down payments – as low as 10% down
- Includes Businesses with Goodwill
- Facilitate Partner Buyouts

Member FDIC

As Little as 10% DOWN

Questions or interested in applying? Contact:

Carolyn Gegg
Vice President – SBA Lending
(636) 628-6984 (Mobile), (636) 464-9009 (Office)
cgegg@MyFortuneTeam.com

MyFortuneTeam.com

Fortune
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FORTUNE SMALL BUSINESS ADMINISTRATION LENDING

BUSINESS EXPANSION

NEED HELP OPERATING OR EXPANDING?

Fortune SBA financing, backed by the Small Business Administration, provides loans that can be used to purchase business assets necessary for the operation or expansion of your business. Also, Fortune provides working capital in conjunction with other use of funds or as a loan on its own.

Benefits

- 10-Year Financing
- Longer Term = Lower Payments
- Low Down Payments – as low as 10% Down

Use of Funds

- Purchase Equipment, Machinery, and Vehicles (New or Used)
- Purchase Furniture and Fixtures

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FORTUNE SMALL BUSINESS ADMINISTRATION LENDING

CONSTRUCTION FINANCING

GET THE RESOURCES TO COMPLETE YOUR PROJECT

With the support of the Small Business Administration, and our solution-oriented service, Fortune's resources will enable you to complete the construction project for your small business.

Benefits

- A longer term (up to 25 Years for Real Estate)
- No balloon payments
- Low down payments – as low as 10% down

Member FDIC

Use of Funds

- Construction
- Renovation
- Build-out
- Leasehold improvements

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Fortune
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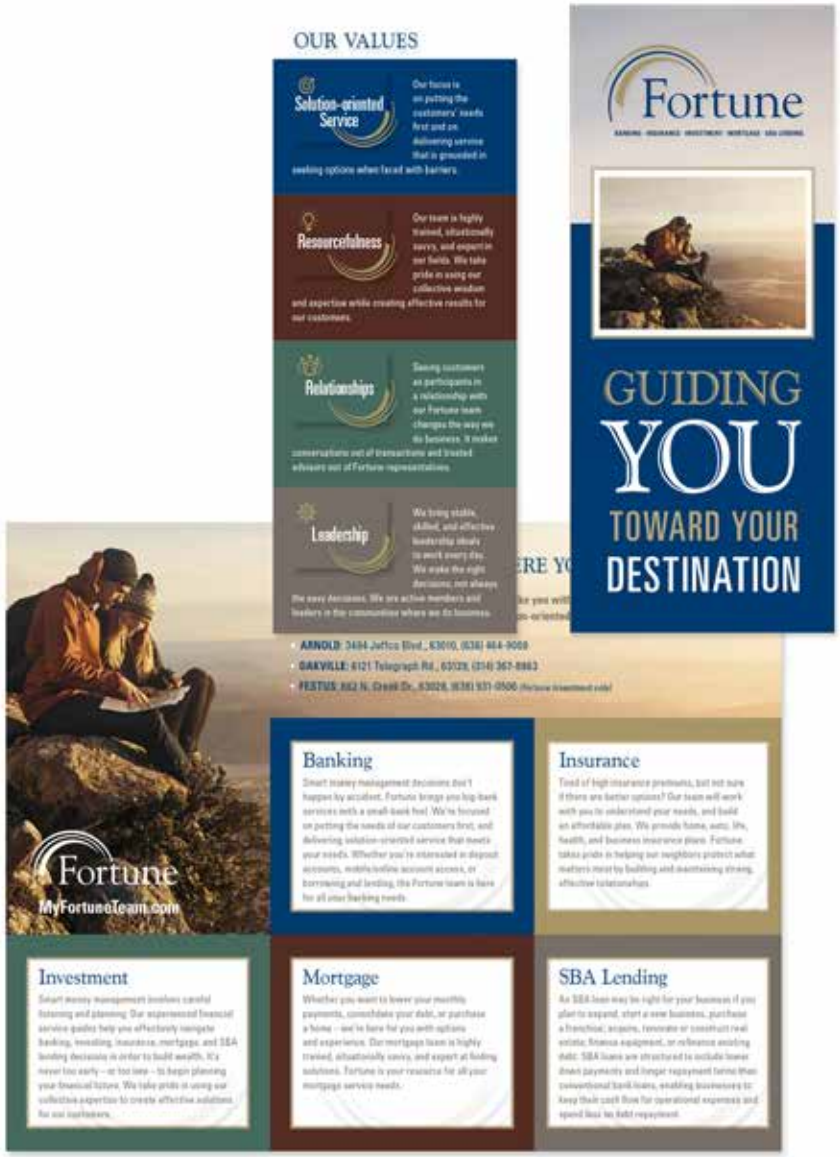
Fortune – Product Flyers



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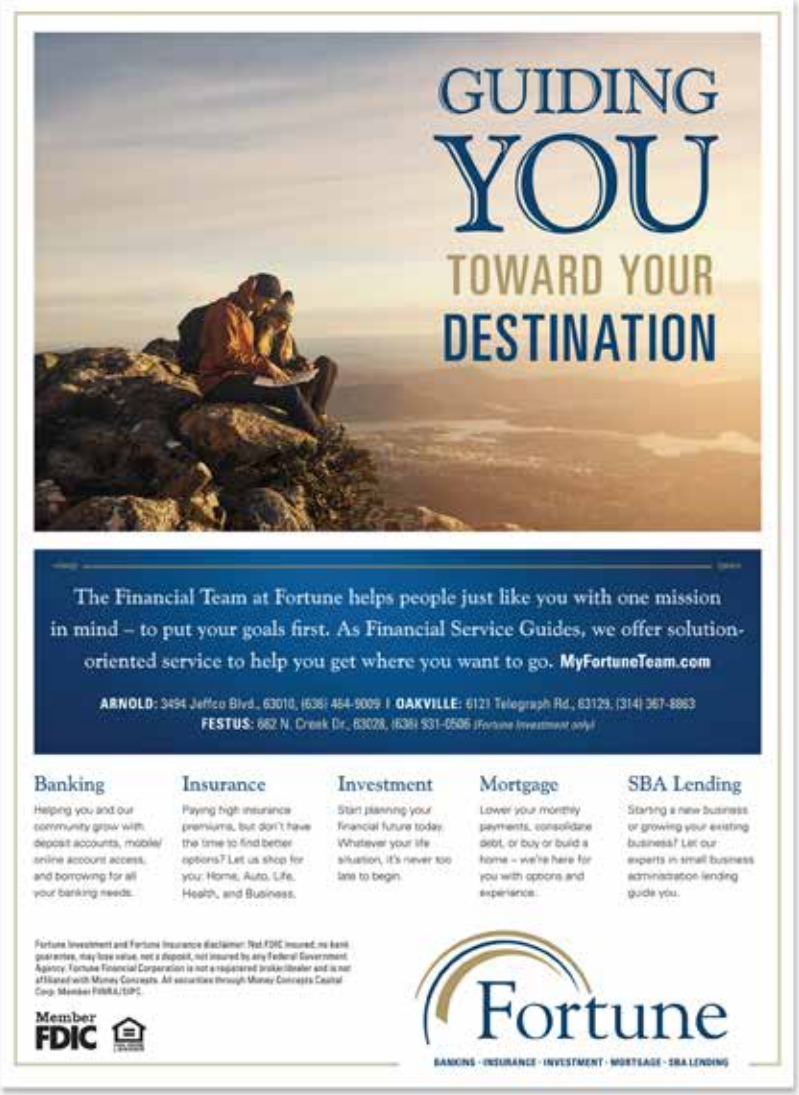
Fortune Financial – Banner Stand and Tri-fold Brochure



Fortune Financial – Newspaper Ads

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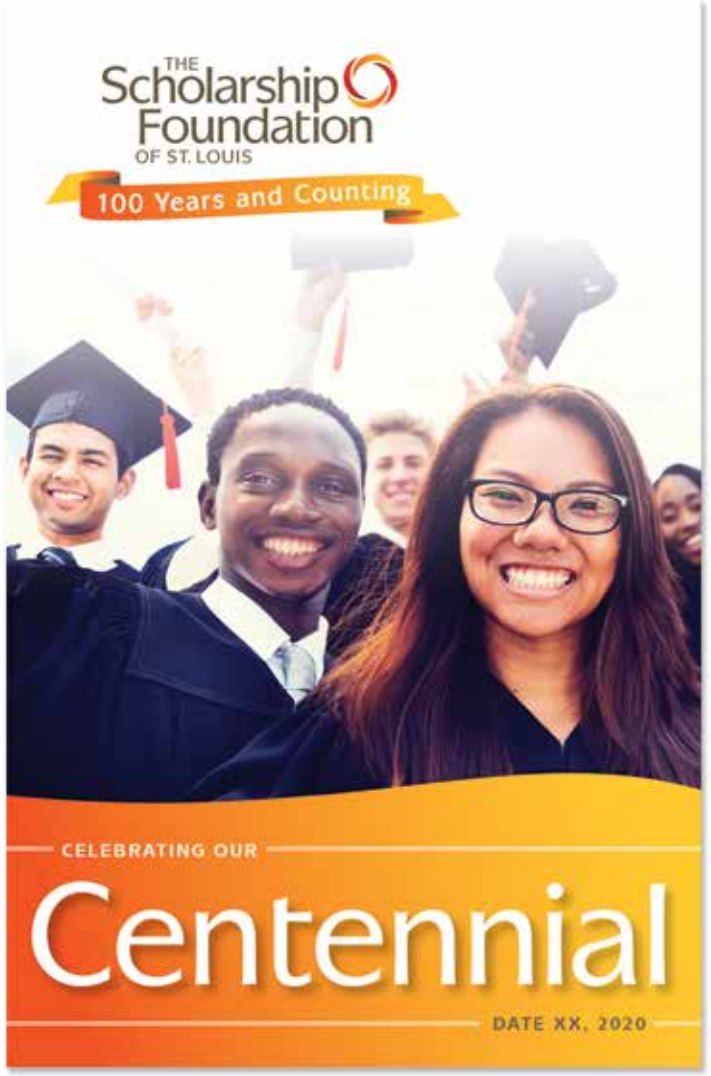
Missouri Foundation for Health – E-Newsletter Template



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Scholarship Foundation Centennial Branding – Logo, Event Program, E-Newsletter

Scholarship Foundation Centennial Branding – Banner Stand, Social Media, and Stationery

The Scholarship Foundation of St. Louis

"Without it, I wouldn't be where I'm at today ..."

Casey (Cira) Wheeler
Saint Louis University, 1996-2000
Webster University, 2000-2001
Saint Louis University, School of Law, 2001-2004

A St. Louis native and the daughter of a City of St. Louis Police Officer, Casey received financial assistance to help her through her undergraduate studies, a year of graduate studies, and three years of law school. She is now a litigation attorney and a mother of two.

On the doors that The Scholarship Foundation opened for her
"It allowed me to obtain all my degrees, and get through advanced education. It helped me, too, after graduating. Having gone to SLU for seven years, I had quite a bit of student debt to pay back, and having that year of grace and no interest accumulating throughout school ... – it was a very generous program."

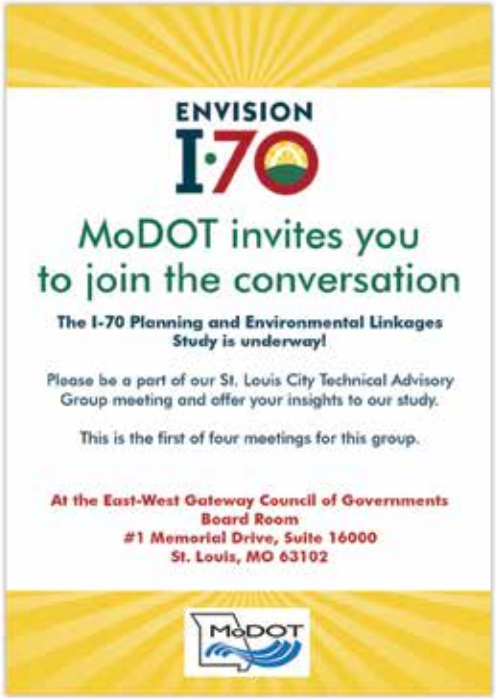
On her involvement with The Scholarship Foundation
"During my fourth year of undergrad and then through graduate school, I worked at the ScholarShop. Then in law school, I was a Student Advocate ... I went to Cleveland [High School] once a week, met with students, explained the program, and educated students about financial aid."

On advice she would give to a high school senior facing the option of higher education
"If there's a will, there's a way ... At that time, my dad was an undercover narcotics police officer in the City of St. Louis ... and had just put two kids through private high school ... I think that if [my parents] can do it, you can do it. You just have to do the work, and find out what can help you."

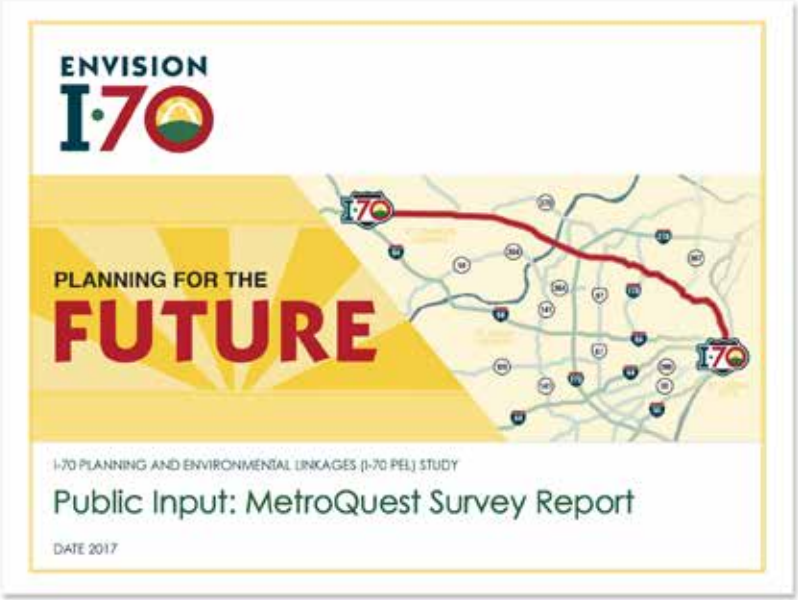
On what she would want donors to know about their investment in her
"I am very grateful for the opportunity – to be a recipient of The Scholarship Foundation loan. Without it, I wouldn't be where I'm at today – there's just no way."

Scholarship Foundation – Case Studies, Social Media Graphics, Direct Mail

Scholarship Foundation Active Advocacy Coalition – Special Report



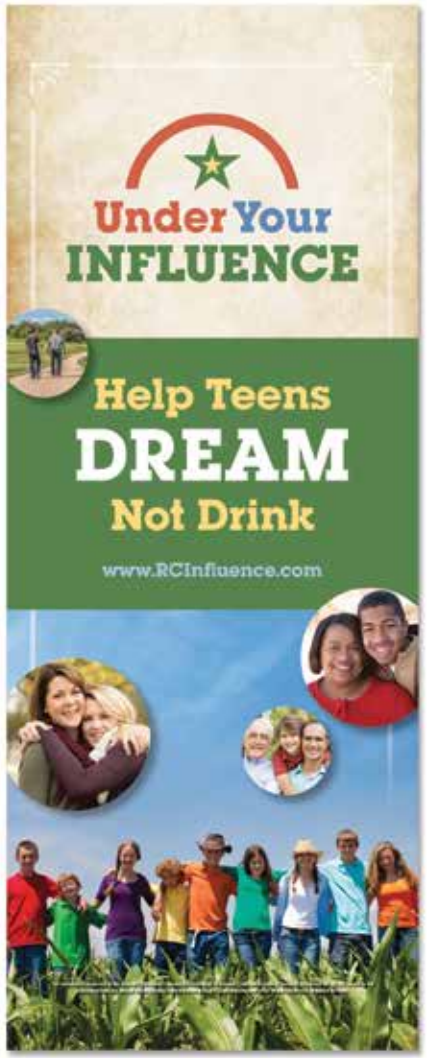
Jacobs Engineering/Missouri Department of Transportation –
Public and Stakeholder Engagement Program

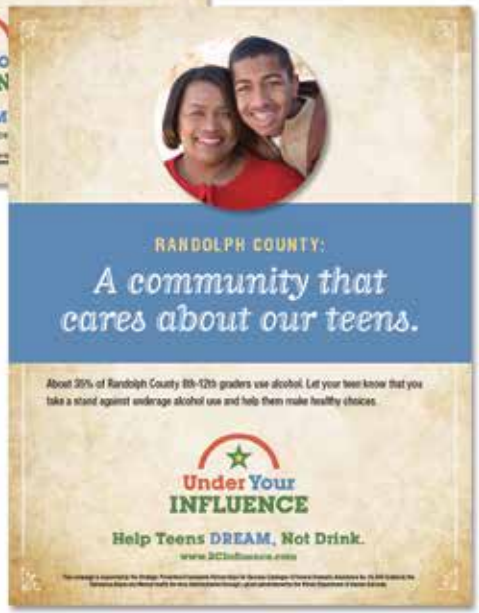


Creative Portfolio

Jacobs Engineering/Missouri Department of Transportation –
Public and Stakeholder Engagement Program

Human Service Center of Southern Metro East (Illinois) –
Program Logo and Identity



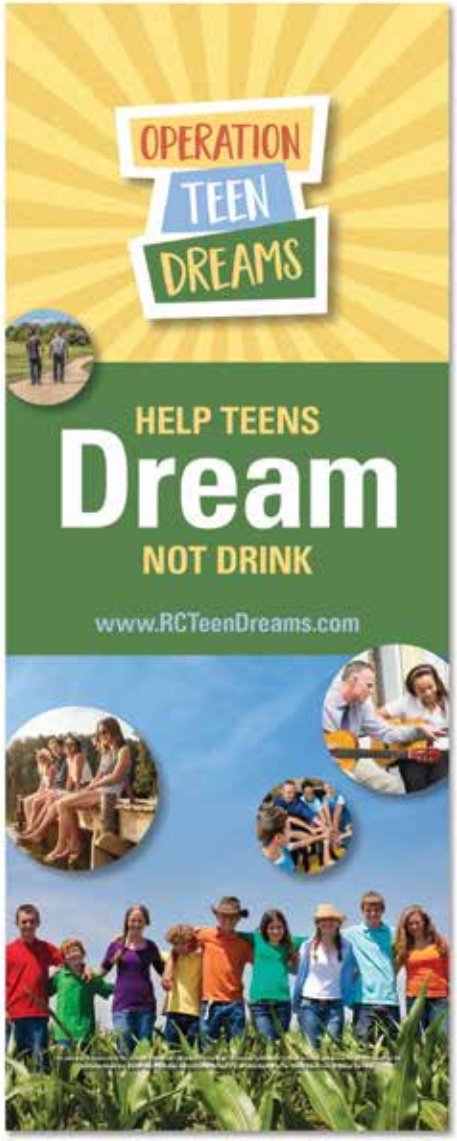


Human Service Center of Southern Metro East (Illinois) –
Integrated Campaign

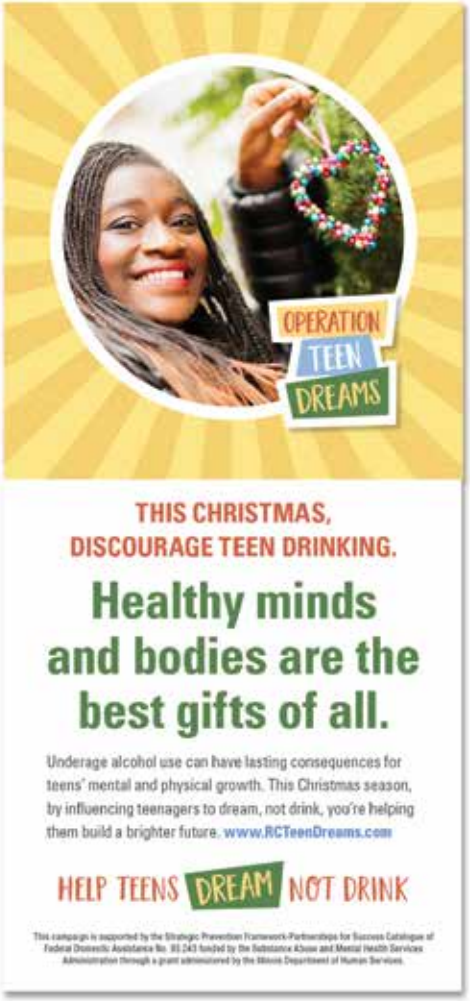
Human Service Center of Southern Metro East (Illinois) – Website

OPERATION TEEN DREAMS

HELP TEENS DREAM, NOT DRINK



Human Service Center of Southern Metro East (Illinois) –
Logo and Integrated Campaign



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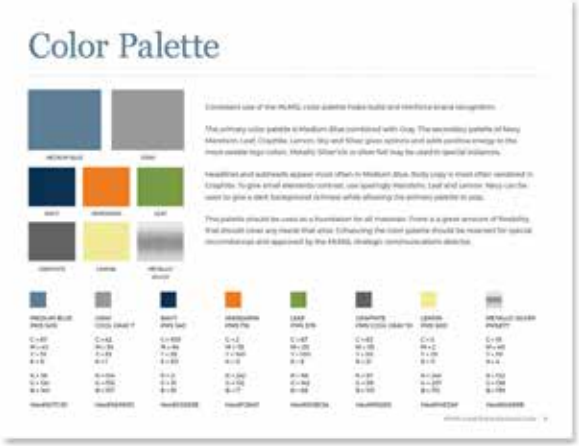
Human Service Center of Southern Metro East (Illinois) – Print Advertising



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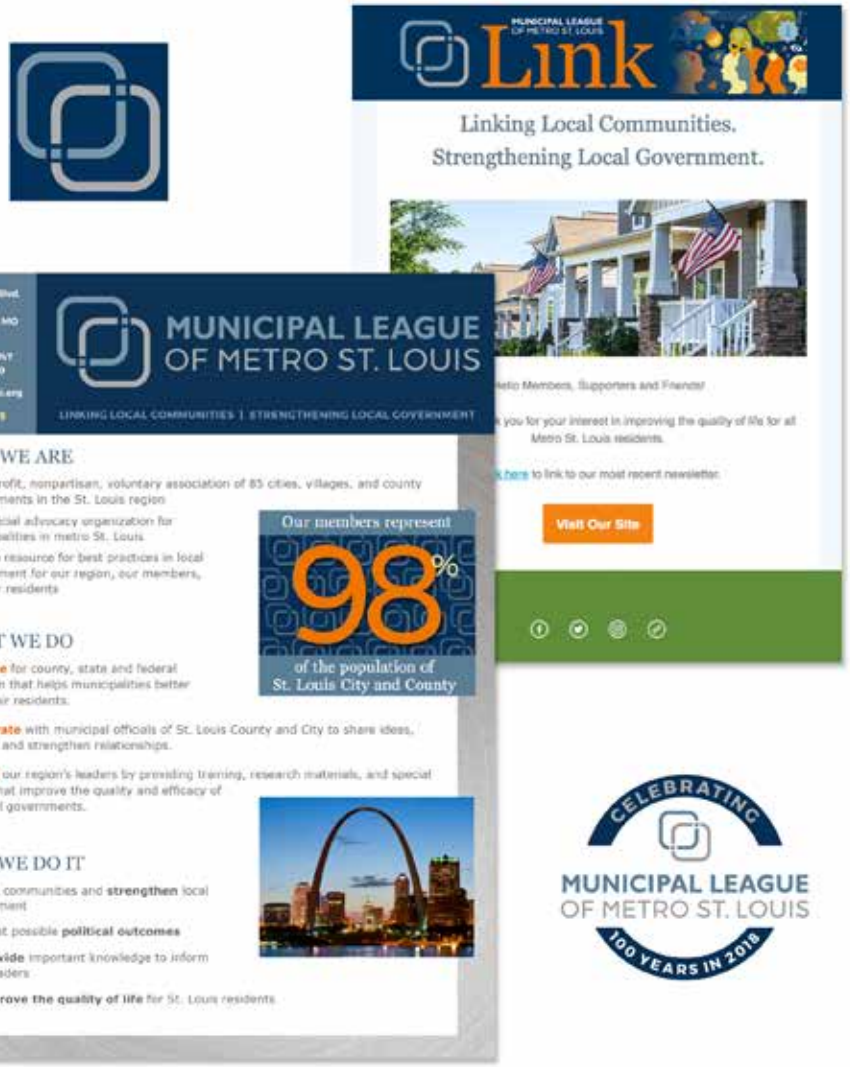
Municipal League of Metro St. Louis – Branding



Municipal League of Metro St. Louis – Integrated Campaign:
E-Newsletter, Fact Sheet, Banner Stands

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Municipal League of Metro St. Louis – Print Newsletter Template

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Municipal League of Metro St. Louis – Membership Directory

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Municipal League of Metro St. Louis – Membership Directory

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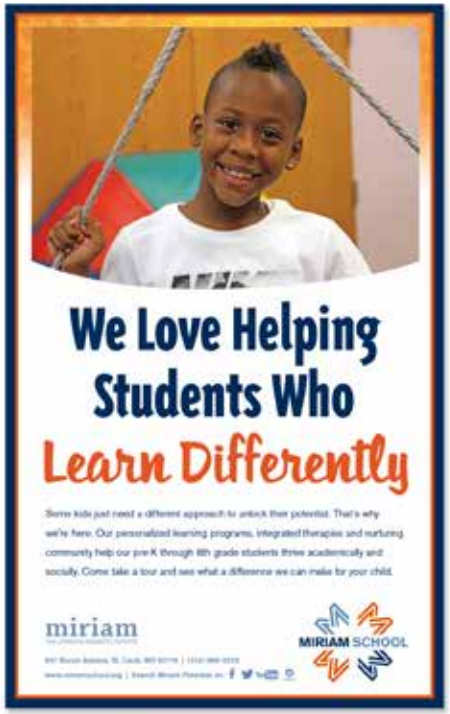
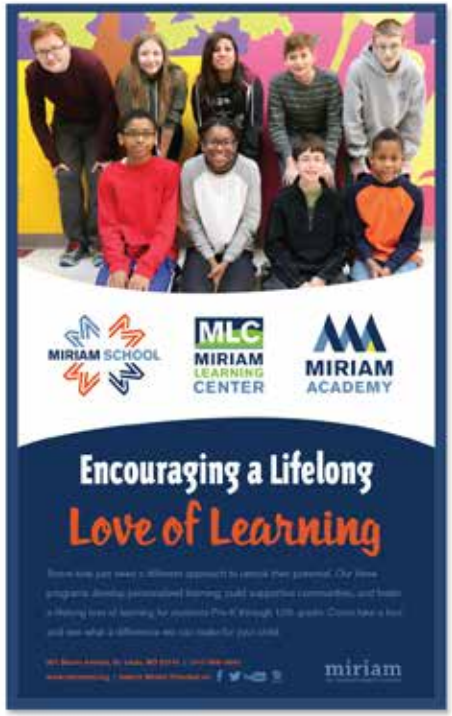
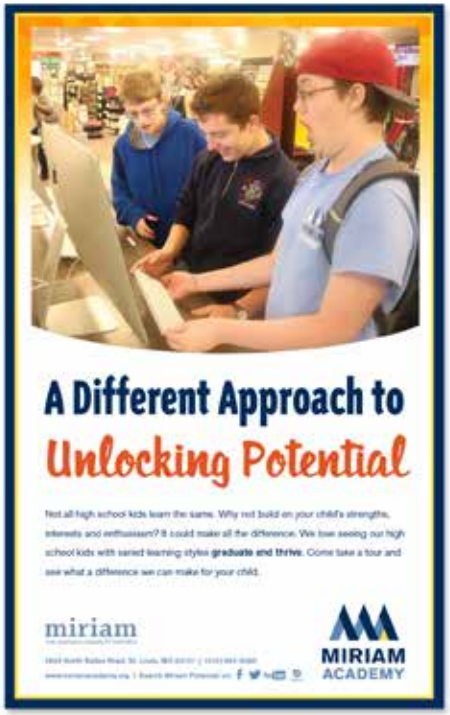
Miriam Foundation – Large Format Brochure







Miriam Foundation – Print Ads and Direct Mail

Miriam Learning Center – Brand and Identity:
Banners, Signage, Stationery, and PowerPoint Template

Miriam Academy – Logo, Branding, and Advertising

Customer Assistance

Diversity

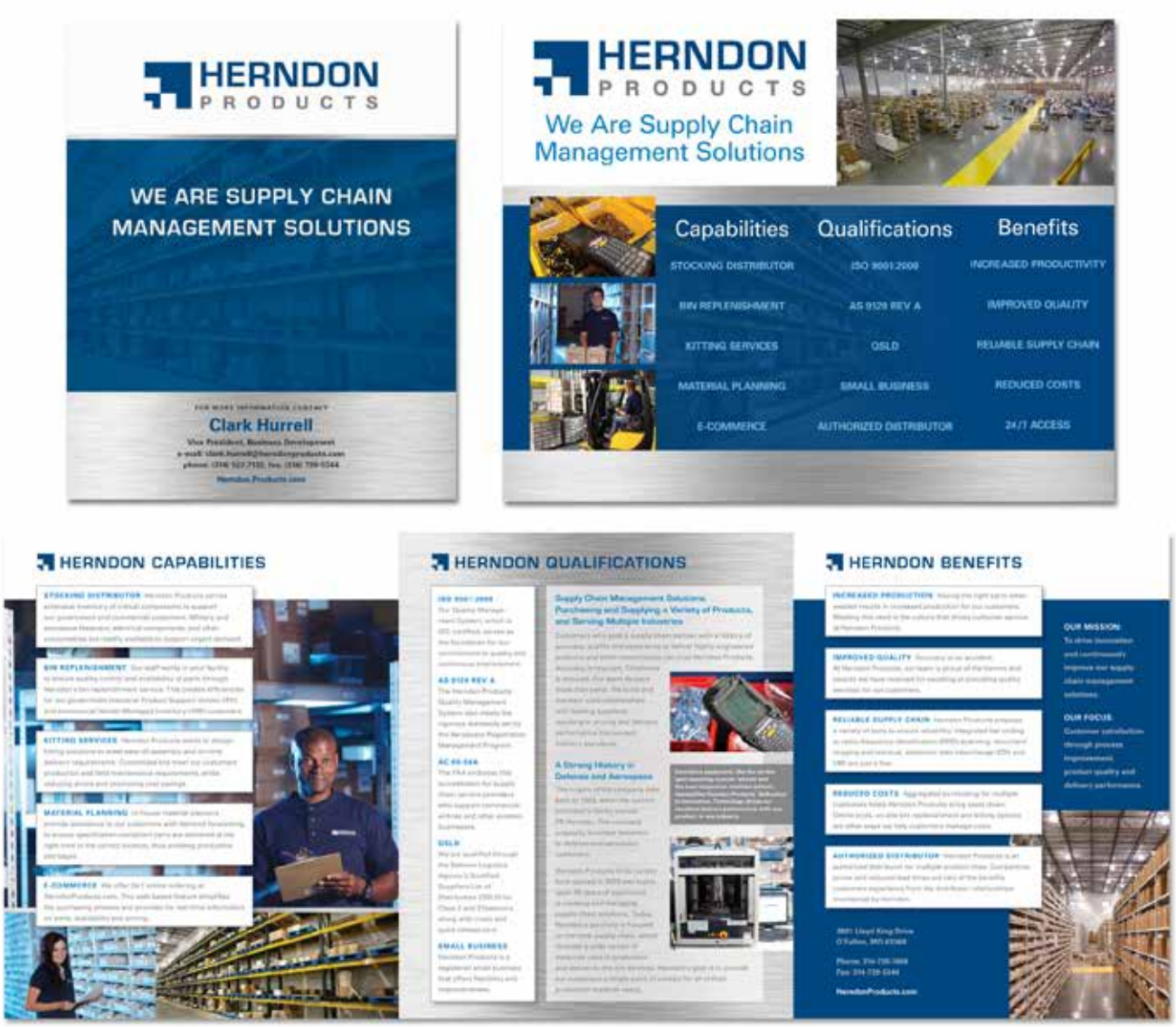
Know Your Zone

Metropolitan St. Louis Sewer District Project Clear – Sub-Brand Logos

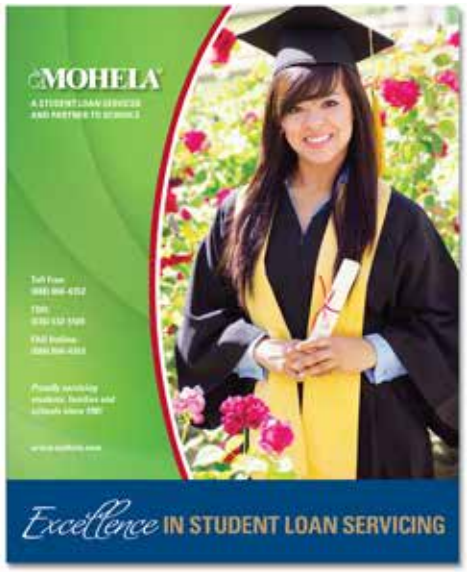
Metropolitan St. Louis Sewer District Project Clear – Integrated Campaign

Empower Missouri – Logo and Identity: Stationery, PowerPoint, Report Template

Connect the Dots – Logo and Identity: Stationery, Fact Sheet, PowerPoint



Herndon Products – Large Format Brochure and Trade Show Display



Missouri Higher Education Loan Authority – Large Format Brochure