

# LET US GET YOUR FACE ON THE FRONT PAGE

With in-person meetings canceled across the industry, it can be a challenge to keep up with folks in your established network — and nearly impossible to make meaningful connections that lead to new business. If only there was a way for people you have not yet met to get to know you better! Well, we have a solution.

Join our “Faces Of ...” program, which provides your company an opportunity to share a bit about your brand, and allows people to learn something about you. “Faces Of ...” is popular because it personalizes your brand and gives you important recognition in an era of isolation.

Take a look at a couple of “Faces of Bank Architecture,” to see how we can personalize your products and services and put a friendly face on your brand.

Working with NFR Communications, you can create “Faces Of ...” content for you and your company. Together, we’ll deliver this content digitally, in print, or both. It’s easy, and affordable.

Prices start at \$2150.00.  
Call me about frequency discount.

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# WHAT YOU GET WITH “FACES OF”

“Faces Of...” focuses on professionals whose experience and expertise make them leaders in their fields. Join our “Faces Of...” program which allows your company to shine a light on the personalities in your organization. This is the opportunity to share your passion and commitment to the industry, and allow banking professionals to get to knowing the faces behind your business.

## WHAT YOU GET:

- Personalized content that focuses on you and your brand.
- A PDF of the ad to use for marketing purposes.
- Delivery in print and digital formats.

## WHAT TO EXPECT:

- Together, we start this process 8 weeks prior to the ad closing date.
- Once we determine the subject and theme, we will send you a series of questions; your responses will be the basis of the ad copy, which we develop for you.
- You are afforded the opportunity to review and edit the copy prior to layout.
- In the meantime, you’ve provided us with a professional, high, resolution photo of your “Faces of...” subject. A horizontal orientation works best. This photo needs to arrive roughly 6 weeks prior to the issue close date.
- Once you’ve completed your review of the ad copy, the “Faces of...” ad goes into layout.
- The completed design will be sent to you for final approval.
- We’re all set!

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**FACES OF COMPLIANCE & RISK MANAGEMENT**

Carie Gaskin, Director of Development Operations, and Jenia Meyer, Director of Client Success, Shield Compliance.

**Collaboration ensures success with cannabis banking**

Cannabis banking programs succeed when financial institutions have a solid understanding of how marijuana-related businesses operate. Shield Compliance is enabling that understanding for bankers, and that starts with customer-focused collaboration. Jenia Meyer and Carie Gaskin drive that process.

According to Meyer, cannabis compliance is similar to portfolio management in commercial lending. “It’s about uncovering and understanding risk, and improving the bank’s responsiveness to customers’ life span. Our internal team works hand-in-hand to understand the needs of clients and their examiners, and builds them into our solution. As a result, all of our clients benefit.”

Collaborating with clients early in the development process allows Shield to help banks spot problems sooner. The CFI guidelines are just that—guidelines,” says Gaskin. “Since banking relationships, licensure and ownership structures in the cannabis industry can be complex, as a technical team, we rely on the experience and input of our customers.”

As you evaluate the opportunity to provide banking services to the legal cannabis industry, the team at Shield Compliance will guide you through the learning and implementation process to make sure you get the most out of our system and gain the full benefits of a cannabis banking program.

Your compliance and risk-management needs – and changes within the cannabis industry itself – are reflected in our technology and inform our roadmap. 99

**shield compliance**

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