

McSWEENEY & ANTMAN'S OCCASIONAL UPDATE VOL. 2 NO. 3

From the corporate branding and strategic communications firm **McSWEENEY & ANTMAN**.

Welcome to the latest edition of McSweeney & Antman's Occasional Update, our periodic compilation of useful information and interesting news. If you wish to unsubscribe, just reply to this e-mail with the word "unsubscribe" in the subject line.

1. NEW CLIENTS

McSweeney & Antman is pleased to welcome the following new marketing communications clients.

Capital Markets Consulting L.L.C. www.cmcplace.com is a leading provider of trading technology consulting services and software.

Harris & Harris www.quickcollect.com is a national corporate-collection and accounts-receivable management firm.

S&W Financial Services, Inc. www.sw-finance.com provides specialized home equity financing to higher net worth individuals.

2. THE NEW SCIENCE OF B-to-P ADVERTISING

B-to-B advertising is dead. Not literally, just creatively. To find out why – and why it should be replaced by a new category called B-to-P advertising, read Michael Antman's article, "The New Science of B-to-P Advertising,"

<http://www.mcsweeneyantman.com/index.asp?page=10>, which will appear in an upcoming edition of the popular online marketing site, <http://www.marketingprofs.com/>.

3. M&A ADVERTISING – THEORY INTO PRACTICE

McSweeney & Antman's belief in the power of B-to-P advertising (see above item) isn't merely theoretical. We've been creating powerful and effective B-to-B ads on behalf of our clients for many years now. For a brief overview of our capabilities and experience, just click here: <http://www.mcsweeneyantman.com/index.asp?page=4&content=2>.

4. START PLANNING FOR YOUR NEXT CRISIS NOW

Corporate crises are unpredictable, but the communications response to them cannot be. For an analysis of the Downward Crisis Spiral that many crises follow and how companies can save time, money, their reputation, and perhaps even the corporation itself by advanced planning and training, see Dennis McSweeney's article on Corporate Crisis Communications Planning. <http://www.mcsweeneyantman.com/index.asp?page=10>.

5. CHICAGO BANKS ON DERIVATIVES MARKETS

While other centenarian Chicago business icons such as Sears and Marshall Field's are struggling through old age, the 107-year-old Chicago Mercantile Exchange www.cme.com remains a dynamic force not only in Chicago but also in the global financial markets, as CEO Craig Donohue reminded local business leaders at a recent Executives' Club breakfast. Donohue noted that Alan Greenspan has praised Chicago as the birthplace of modern financial derivative markets, which help promote global financial stability by giving market participants greater ability to transfer risk. Donohue remarked that this brings more than bragging rights to Chicago. He said that the CME Clearing House, which clears trades at both the CME and the Chicago Board of Trade www.cbot.com, holds \$40 billion in collateral and moves between \$1.5 billion and \$6 billion of funds between market participants on a daily basis—with much of that banking activity taking place through Chicago financial institutions.

6. DROWNING IN DATA

McSweeney & Antman placed an article on the often inverse relationship between data quantity and quality in the June 2005 issue of *Employee Benefit Plan Review* <http://www.mcsweeneyantman.com/ebpr.pdf> on behalf of client Loreto Services & Technologies www.loretotech.com. The article was authored by Gian Di Loreto, founder of Loreto Services & Technologies and an expert on data-quality issues.

7. COX AND A POX ON SOX

On June 2, President Bush nominated US Rep. Chris Cox (R-Calif.) to be the next Chairman of the Securities and Exchange Commission. Many in the business community hope that a Cox-led SEC will provide some relief from the Sarbanes-Oxley Act (SOX) and its so-called 404 provision in particular. The majority of CEOs, CFOs, investor relations officers and academics are concluding that the Act is overly burdensome, particularly for smaller companies, and will not produce a commensurate benefit in terms of preventing fraud.

Peter J. Wallison of the American Enterprise Institute recently published an interesting cost-benefit analysis of SOX. www.aei.org/publications/pubID.22648/pub_detail.asp. In it, he cites research by Ivy Xiyang Zhang of the William E. Simon Graduate School of Business Administration at the University of Rochester. Zhang's recently published paper on the economic consequences of the Sarbanes-Oxley Act concludes that the loss in total market value around the most significant rulemaking events related to the Act amounts to \$1.4 trillion. http://w4.stern.nyu.edu/accounting/docs/speaker_papers/spring2005/Zhang_Ivy_Economic_Consequences_of_S_O.pdf. As the *Economist* magazine noted in its May 21st Special Report on the law, "If this number were true, SOX would have to prevent an awful lot of unforeseen losses due to fraud before it could be judged a good buy."

http://www.economist.com/research/articlesBySubject/displayStory.cfm?story_id=3984019&subjectid=1290116. (Subscription Required)

8. MICHAEL AT BARBARA'S

McSweeney & Antman principal Michael Antman will be reading from and signing copies of his new novel, "Cherry Whip" on July 26th at 7:30 p.m. at Barbara's Bookstore, 1218 S. Halsted in Chicago.

CONTACT MCSWEENEY & ANTMAN

As always, we welcome your comments, questions and suggestions. Please contact Dennis McSweeney at dennis@mcsweeneyantman.com, Michael Antman at michael@mcsweeneyantman.com and Riva Aidus-Hemond at riva@mcsweeneyantman.com. Or call us at 630-661-3624.

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