

# Reputations

pr & marketing

Reese A. Nank, APR  
Owner

**Reputations PR and Marketing specializes in financial writing, marketing materials and public relations.**

Other services offered include media relations, strategic communications planning, publicity campaigns, crisis communications, brand creation and management, marketing plans, presentations, internal communications counseling and event planning.

With more than 20 years of experience primarily in the finance industry, firm owner Reese A. Nank, APR, offers personalized service and practical business experience at reasonable rates.

Ms. Nank was most recently vice president of communications and marketing at the Association for Financial Professionals and spent ten years prior to that at the former Allfirst Bank in Maryland. She also worked in communications for an insurance company and a telecommunications and Internet company. She holds a masters degree in business from The Johns Hopkins University and is accredited in public relations by the Public Relations Society of America. She has won numerous awards for her work including a national award of excellence from PRSA.

The following are some recent samples:

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## Deutsche Bank, "Treasury Pulse" Weighing the Advantages of Remote Deposit Capture

Check 21, which beginning last fall made substitute checks or image replacement documents legally equivalent to original paper checks, has opened a new era for electronic payments. As a result, many applications and payment options being offered now could have a strategic impact on your business.

One such application is remote deposit capture, the practice of converting paper deposits into electronic images of checks at a business location and transmitting them to a bank for deposit and clearing. Once banks receive these electronic deposits, they are now able to choose how the

images will clear—either as substitute checks, through image exchange or by Accounts Receivable Conversion (ARC) using the Automated Clearing House (ACH) payments network where applicable. This process, also known as "dynamic clearing," is rapidly becoming the method of choice in check payments processing.

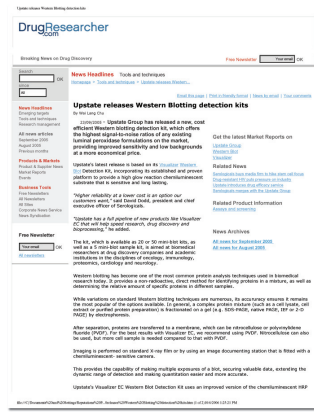
### Ask Strategic Questions

Deciding to adopt remote deposit capture involves many considerations. You must make strategic assessments regarding the typical location and volume of checks received, the value of those checks, the location of the



paying bank, the ability of the company to properly store and destroy original paper checks, the development and implementation of internal controls and sorting procedures, and the nature of the hardware and software investment necessary.

## Upstate, Press Release Upstate releases Western Blotting detection kits



Western blotting has become one of the most common protein analysis techniques used in biomedical research today. It provides a non-radioactive, direct method for identifying proteins in a mixture, as well as determining the relative amount of specific proteins in different samples.

While variations on standard Western blotting techniques are numerous, its accuracy ensures

it remains the most popular of the options available. In general, a complex protein mixture (such as a cell lysate, cell extract or purified protein preparation) is fractionated on a gel (e.g. SDS-PAGE, native PAGE, IEF or 2-D PAGE) by electrophoresis.

After separation, proteins are transferred to a membrane, which can be nitrocellulose or polyvinylidene fluoride (PVDF).

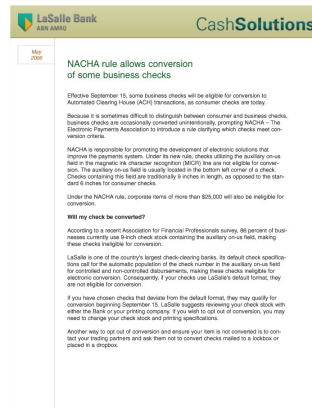
## LaSalle Bank, "Cash Solutions" NACHA rule allows conversion of some business checks

**Will my check be converted?** According to a recent Association for Financial Professionals survey, 86 percent of businesses currently use 9-inch check stock containing the auxiliary on-us field, making these checks ineligible for conversion.

LaSalle is one of the country's largest check-clearing banks. Its default check specifications call for the automatic population of the check number in the auxiliary on-us field for controlled and non-controlled disbursements, making these checks ineligible for electronic conversion. Consequently, if your checks use LaSalle's default format, they

are not eligible for conversion. If you have chosen checks that deviate from the default format, they may qualify for conversion beginning September 15. LaSalle suggests reviewing your check stock with either the Bank or your printing company. If you wish to opt out of conversion, you may need to change your check stock and printing specifications.

Another way to opt out of conversion and ensure your item is not converted is to contact your trading partners and ask them not to convert checks mailed to a lockbox or placed in a dropbox.



**Clymer HEALING CENTER**  
*Chronic Fatigue Syndrome (CFS)*

Before the constellation of symptoms that comprise CFS had an official name, professionals at the Clymer Healing Center called it Adrenal Fatigue. The name is derived from the connection between the adrenal gland and the immune system in reacting to the physical and emotional stress of our lives.

CFS and related metabolic syndromes strike hard in the stressful, toxic and time-starved world of the 21st Century. Women suffer the greatest and it seems to be spreading to men. If they struggle inside and outside the home - careers, children, aging parents, etc.

Sufferers often experience any or all of the following:

- extreme fatigue, worsened by physical exertion
- nervous system, immune, metabolic
- sleep disturbance
- hair loss, weight gain
- joint aches, stiffness of joints
- muscle pain, weakness, painful joints
- hair and/or nose, ear, sinus
- "brain fog," mood changes, memory loss
- digestive problems
- low grade fever (persistent)
- hypersensitivity to loud noises, bright lights, colors, temperature changes
- frequent urination
- hot, dry, dry mouth, sore throat, mouth sores

Many traditional medical practitioners treat symptoms, primarily with the "prescription of the 50's" - the "S" and "P" drugs - which do little to help your symptoms and they cause more side effects. Others believe the complex nature of CFS is in the patient's "mind" or recommend the "pill" "to get on with it." Finally, the traditional conviction of medical research:

The comprehensive program at Clymer Healing Center has helped thousands of people with CFS, Adrenal Fatigue, and related metabolic syndromes. The goal is to help you live and work better. The only way to do that is to address the root cause of the problem.

"Before I sought help at the Clymer Healing Center, I had been told I was 'just stressed' and 'I was a little out of my mind.' Working with the professionals at Clymer Healing Center, I have been able to get my life back on track and work again without feeling 'that fog'."

— Anne Marie, patient

"I had read about CFS and had been suffering from CFS for several years. I was finally able to find my way to the Clymer Healing Center and was so glad to find out that I wasn't 'just stressed' or 'just out of my mind' as I had been told. They gave me the tools I needed to get my life back on track. I am now 75 percent better. They gave me back my life."

— Deborah, client, patient

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## Clymer Healing Center

Before the constellation of symptoms that comprise CFS had an official name, professionals at the Clymer Healing Center called it Adrenal Fatigue. Their research showed a vital connection between the adrenal gland and the immune system in creating the ill health and profound fatigue that still plagues thousands.

CFS and related metabolic syndromes strike hard in the stressful, toxic and time-starved world of the 21st Century. Women seem to be especially hard hit, as they juggle roles inside and outside the home - careers, children, spouses, aging parents, etc.