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These are three DBAs of a single company that comprise a source of plain English education and intelligence for business owners, executives, investors, and their respective trusted advisors + a meritocratic thought leadership platform on which experts in their fields can reach potential clients and referral sources. General information about our reach can be found in our [Media Kit](#).

**Financial Poise™** publishes articles that may be read for free, a free weekly email newsletter, and webinars. Its webinars are sold to two general audiences: (a) business owners, executives, investors; and (b) attorneys and accountants. Financial Poise™, each year, creates and produces more than 100 new webinars that are sold to more than 30,000 people. Most but not all Financial Poise™ Webinars are one hour long, consist of a moderator and three panelists, and move very fast, with nobody speaking without interruption for more than two or three minutes. Financial Poise Webinars™ may be purchased on [West LegalEdcenter™](#) and on [Financial Poise™](#).

**DailyDAC™** (Distressed Analysis & Commentary / Distressed Asset Central) provides the following resources: (1) Plain English educational *articles* about business bankruptcy, receiverships, assignments, and their alternatives targeted towards financially distressed businesses, their owners, creditors, and potential buyers, designed to help them understand enough about the landscape so they can communicate more effectively with their attorneys and other advisors. A list of the members of the DailyDAC™ editorial board is [here](#). (2) DailyDAC's *Opportunistic Deal Database*, which curates hard-to-find information about distressed companies, and specific assets of distressed companies, that are for sale. Other assets, whose owner has an urgent need to sell, are also listed. This is a paid service, limited to a small number of members. (3) A *public notice* service for assignees, debtors-in-possession, bankruptcy trustees, receivers, secured creditors, and their respective advisors and intermediaries who have a fiduciary or commercial duty to maximize the sale price of assets. (3) A free *Chapter 11 Bankruptcy Alert System*, updated throughout each day, seven days a week. DailyDAC™ also publishes a free weekly email newsletter.

**ChamberWise™** works with chambers of commerce to sell Financial Poise™ Webinars at a discounted rate to their members, with the chambers sharing in the revenue.

**A word about our revenue model & content creation process:** we are not pay-to-play, nor do we solicit contributors en masse. Those who speak and write for our properties (i.e., our Faculty) are trusted advisors (such as accountants, attorneys, investment bankers, financial advisors, and fund managers) whom we neither pay nor who are paid by us. They contribute because it enhances their visibility and reputation and we accept them into our Faculty only after a thorough vetting process. Our internal editing and production staff works with our Faculty to create content. Articles we publish are always free to readers. Webinars we produce are usually sold. More information about becoming a Financial Poise™ Faculty Member can be read [here](#). Additional information about how Financial Poise's mission is available [here](#).