

# News Release

## FOR IMMEDIATE RELEASE

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## SunStar Strategic Adds Plumb Funds to its Client Roster

**Alexandria, Virginia** – March 20, 2018: SunStar Strategic, a leading financial public relations and marketing firm, announced a new client, Wisconsin Capital Management, advisor to the Plumb Funds. SunStar’s public relations program will generate national visibility for the two mutual funds, Plumb Balanced Fund (PLBBX) and Plumb Equity Fund (PLBEX).

“We’re excited to work with the Plumb Funds. They have an intriguing approach to selecting companies for their portfolios,” said Kathryn Morrison, president and CEO of SunStar Strategic. “We began our work with them by refining what was already a compelling story. Our training program gave them first-hand interview experience under hot lights in a simulated TV studio in our offices. Tom is already doing a terrific job with TV and print journalists.”

In addition to providing an ongoing proactive public relations program, SunStar has been retained to redesign the firm’s website, leverage the press obtained, and manage an outreach program to engage with financial advisors.

Tom Plumb, portfolio manager for the funds, looks for companies that are market leaders. He favors companies who also exhibit characteristics such as long-term profit viability, entrenchment in their niche, and innovation with the potential to disrupt entire sectors.

“We selected SunStar based on their extensive experience with asset managers and mutual funds – they speak our language,” said Plumb. “These new public relations and marketing initiatives have great potential to help add assets to our fund family. The media exposure and coming new website will expand our reach within the advisor community and with investors.”

SunStar Strategic obtains exposure and generates awareness for their clients in the financial and national online and traditional media. With effective marketing and PR strategies, boutique firms with good stories can become just as recognizable as major brands nationally, competing on par with them as authorities within their investing styles.

### **About Wisconsin Capital Management**

Wisconsin Capital Management is the advisor to the Plumb Funds. For more than 30 years, Wisconsin Capital Management has provided individual portfolio management to individuals, companies, and institutions. With the Plumb Funds, the advisor seeks to provide its shareholders the advantages of their investment discipline through the convenience of a mutual fund structure.

### **About SunStar Strategic**

Since 1990, SunStar has designed and executed media relations and marketing communications strategies to deliver clients' timely messages to the right audiences. SunStar Strategic is an expert at articulating clients' unique stories and proactively presenting them to the financial and business media as well as the investment community. SunStar's services are designed to integrate with existing sales and marketing strategies to attract and retain customers and investors, and build brands through structured news generation programs and smart marketing. More information is available at [sunstarstrategic.com](http://sunstarstrategic.com).

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