



## FOR IMMEDIATE RELEASE

May 9, 2008

### Mills Financial Marketing Wins 8 Medals At the 2008 IBA Awards

(Storm Lake, IA)—Mills Financial Marketing, an Iowa-based financial marketing firm, received 8 advertising awards from the Iowa Bankers Association at a ceremony held May 9th at the West Des Moines Sheraton Hotel in West Des Moines, Iowa.

The Best of Iowa Awards ceremony is hosted annually by the Iowa Bankers Association, and is a statewide competition. Banks compete in the following categories: direct mail, radio, television, multi-media, and community involvement. Entries submitted reflect work produced in 2007.

At this year's ceremony, Mills won awards in a variety of categories, and the breakdown is as follows: **5 Silver and 3 Gold.**

- Gold – Bank Midwest, Spirit Lake, IA  
Project: IRA Campaign  
Category: Multi-Media, \$5,000-\$15,000
- Gold – Bank Midwest, Spirit Lake, IA  
Project: Merchandising  
Category: Print, over \$15,000
- Gold – TS Bank, Treynor, IA  
Project: IRA Rollover Poster  
Category: Print, under \$1,000
- Silver – Bank Midwest, Spirit Lake, IA  
Project: Bank Extreme Makeover  
Category: Multi-media, \$1,000-\$5,000
- Silver – F&M Bank & Trust, Burlington, IA  
Project: Home Equity Campaign
- Silver – Grundy National Bank, Grundy Center, IA  
Project: Checking Campaign  
Category: Multi-Media, \$5,000-\$15,000
- Silver – Farmers State Bank, Cedar Rapids, IA  
Project: Corporate Citizenship Brochure  
Category: Print, \$1,000-\$5,000



Back row: Megan Bergman, Lynn Ciha, Kelsey Stupfell, Marcia Cates, Bri Fossey, Front row: Stacy Sporrer, Keely Harken, Sarah Bacehowski, Jan Knock



Gold – Bank Midwest: Merchandising



Silver – Grundy National Bank: Checking Campaign

- Silver – United Bank of Iowa, Ida Grove, IA  
Project: Anniversary Newsletter  
Category: Print, over \$15,000

In other industry news, Mills Financial Marketing principal, Becki Drahota, keynoted the Jack Henry/Synapsys User Conference, held in Florida in March, and the April 2008 Marquis User Conference in Las Vegas. For the last 30 years, the MFM team has been consistently recognized for its creative efforts and results-focused integrated marketing campaigns.

Mills Financial Marketing, founded in 1975, exclusively serves the financial industry with integrated marketing solutions. Mills provides advertising, public relations, training, research, direct response, creative execution and design, interactive and web services, marketing, and strategic planning. Mills Financial Marketing currently serves over 30 financial institutions in 20 states, and has locations in Storm Lake and Des Moines, IA.

**For project case studies, estimates, consultation or photos, please contact:  
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