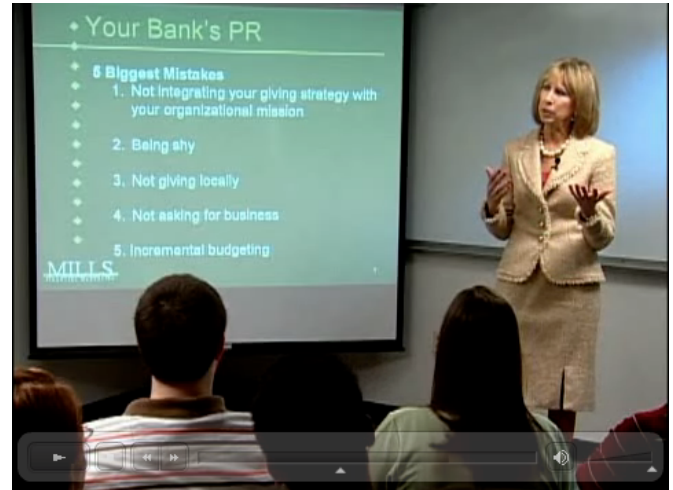


FOR IMMEDIATE RELEASE

February 10, 2009

ABA Taps Becki Drahota to Write, Teach New Marketing Course

(Storm Lake, IA)—The American Bankers Association will offer a new course this year through its School of Bank Marketing and Management, held in Dallas, Texas this May. Titled “Effective Usage of Marketing Communication Channels and Public Relations,” Becki will develop the course content to include how to categorize and prioritize communication channels to increase efficiency and reduce costs by using the strengths of each channel for effective B2C, B2B, online and CRM outreach; how to develop an objective-aligned, measurable communication plan; and how to leverage public relations initiatives including media contacts and annual marketing calendars, and managing corporate citizenship activities.



Becki Drahota, President, Mills Financial Marketing

One of the course references will be “Taking Your Bank’s PR from Entitlement to Enlightenment,” a workbook written by Becki in 2007. Becki started Mills Financial Marketing in 1975 and the company currently serves banks in 22 states. She holds an Executive MBA and was Iowa’s Small Business Person of the Year in 2007. In September 2009, she will present “Turn Your Branch Events and Promotions Into Bottom-Line Success – On a Budget!” at the ABA Marketing Conference in San Antonio, Texas.

For more information contact:

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515.451.8628 or sarahb@millsmarketing.com



BECKI DRAHOTA ♦ PRESIDENT

“When planned with discipline and creativity, executed with leading-edge skills and efficiency, and measured to bottom-line goals, marketing is one of the most powerful tools to build shareholder value. This is what we do. Consistently and with unparalleled excellence.”

EDUCATION

- ♦ Executive MBA, University of Nebraska - Omaha
- ♦ Honors Graduate, Drake University - Des Moines, Iowa

ACHIEVEMENTS

- ♦ Small Business Administration 2007 Iowa Small Business Person of the Year
- ♦ UNO Alumni Achievement Award 2005
- ♦ Drake University Distinguished Alumni Award, 2001
- ♦ Professional Leadership Recipient 1995, Storm Lake Chamber of Commerce
- ♦ Graduate School of Banking faculty - Madison, Wisconsin
- ♦ Chapter author, Wise Women Anthology, *Choosing Stepping Stones Along the Path*
- ♦ Author, *Taking Your Bank's PR from Entitlement to Enlightenment*

PROFESSIONAL AFFILIATIONS

- ♦ Buena Vista University Board of Trustees
- ♦ Governor-appointed Workforce Iowa Board
- ♦ UNO College of Business Administration National Advisory Board
- ♦ UNO Entrepreneurial Institute Task Force

BECKI HAS BEEN GUEST SPEAKER FOR

- ♦ American Banking Association Marketing Conference 2003, 2006, 2008
- ♦ Florida Bankers Education Expo 2006, 2008
- ♦ Marquis National Conference 2008
- ♦ Bankers Bank 2009
- ♦ Texas CU League 2009
- ♦ Iowa Bankers Association CEO, Marketing and Leadership Conferences
- ♦ Wisconsin Bankers Association
- ♦ Jack Henry ProfitStar User Conference 2007
- ♦ Jack Henry Synapsys User Conference 2006
- ♦ Bank Administration Institute Regional Meetings



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S O C I A L / R E L I G I O U S

- Honorary Chair for Iowa, The President's Small Business Advisory Council
- Chapter NL, PEO
- Lakeside Presbyterian Church, Elder and High School Sunday School teacher
- Past Board President, Storm Lake Chamber of Commerce
- Past Board Member, Faith, Hope and Charity
- Past Co-Chair, Buena Vista University Community Campaign
- Steering Committee, Buena Vista Regional Medical Center Community Campaign

F A M I L Y

- Husband, Richard Drahota, Vice President and Commercial Lender, Heritage Bank
- Daughter, Sarah, Vice President – Strategy and Finance, Mills Financial Marketing
- Daughter, Abby, MBA Student, Tippie School of Management, University of Iowa

H O M E T O W N

- Storm Lake, Iowa