

## FOR IMMEDIATE RELEASE

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## CONTACT:

Sarah Bacehowski

515.451.8628

[sarahb@millsmarketing.com](mailto:sarahb@millsmarketing.com)

## Mills Financial Marketing Kicks Off Conference, Wins 7 Awards at the 2009 IBA Marketing Conference

(Storm Lake, IA)—Mills Financial Marketing, an Iowa-based financial marketing firm, received 7 advertising awards from the Iowa Bankers Association at a ceremony held May 8th at the West Des Moines Sheraton Hotel in West Des Moines, Iowa.

Best of Iowa Awards showcase leading-edge marketing efforts from across the state, and are given as part of an annual marketing conference, hosted by the Iowa Bankers Association. Financial institutions compete in the following categories: direct mail, radio, television, multi-media, and community involvement. Entries submitted reflect work produced in 2008.

At this year's ceremony, Mills won awards in a variety of categories, and the breakdown is as follows: 5 Silver and 2 Gold.

- **Gold – Bank Midwest, Spirit Lake, IA**  
Project: Merchandising  
Category: Non-print, \$5,000 - \$15,000
- **Gold – Iowa State Savings Bank, Creston, IA**  
Project: Safety and Soundness Campaign  
Category: Multi-media, under \$1,000
- **Silver – Farmers State Bank, Marion, IA**  
Project: Website Video Clips  
Category: Non-print, \$5,000 - \$15,000
- **Silver – American State Bank, Ocoola, IA**  
Project: Entryway and Community Room Murals  
Category: Non-print, \$1,000 - \$5,000
- **Silver – Farmers State Bank, Marion, IA**  
Project: Savings/IRA Guide  
Category: Print, \$15,000 +
- **Silver – Grundy National Bank, Grundy Center, IA**  
Project: Corporate Citizenship Brochure  
Category: Print, \$1,000 - \$5,000
- **Silver – Farmers State Bank, Algona, IA**  
Project: Go Green  
Category: Multi-media, \$1,000 - \$5,000



**Stacy Sporrer**, of Mills Financial Marketing, keynoted this year's conference, speaking on the topic of media selection, media relations and community and public relations. This session kicked off the conference and was extremely well-received, providing bank marketing directors valuable takeaways and tips to identify the "missing links" in their overall marketing plans.

For the last 30 years, MFM has been consistently recognized for its creative efforts and results-focused integrated marketing campaigns. Mills provides advertising, public relations, training, research, direct response, creative execution and design, interactive and web services, marketing, and strategic planning. MFM currently serves over 30 financial institutions in 20 states, and has locations in Storm Lake and Des Moines, IA.

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Mills Marketing.com  
712.732.4899  
888.733.4899