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May 10, 2010

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Becki Drahota Teaches PR at the 2010 ABA School of Bank Marketing and Management

(Storm Lake, IA)—Becki Drahota, founder and President of Mills Financial Marketing, joined the 2010 faculty for the American Bankers Association School of Bank Marketing and Management. This year's school was held in San Antonio, TX in May and Drahota was asked to teach *Effective Use of Marketing Communication Channels and PR* for the second year in a row.

“As today's financial services organizations pursue business opportunities and grapple with complex issues, effective communication has never been more crucial. The speed of technology, the demands of informed consumers, the changing needs of diverse interest groups and a sophisticated public all add to the challenge of communications and public relations today,” states Drahota.

The course focused on understanding the relative effectiveness of different media for marketing communications, and with the recent emergence of the internet and mobile phone sector, the class examined 11 media, including traditional mass media like television, mail and radio, as well as new digital media such as the internet and cellular phones.

Students were asked to consider how they currently handle certain aspects of public relations within their organization such as requests for donations, media list compilation, media contact strategies, and the creation of an annual communication plan.

Founded in 1975, Mills Financial Marketing 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, e-marketing, television and video production, and strategic planning. Mills Financial Marketing currently serves over 30 financial institutions in 17 states, with locations in Storm Lake and Des Moines, IA.

Becki Drahota speaks at various state and national conferences each year, and holds an Executive MBA from the University of Nebraska at Omaha. She will now join a highly regarded faculty of professionals, respected nationwide for their extensive expertise in banking-related issues. She holds a bachelor's degree from Drake University, and was the school's 2001 Distinguished Alumna Award recipient. She was also named Small Businessperson of the Year for the state of Iowa in 2007.

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