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Becki Drahota to Present at Illinois Women in Banking Conference

(Storm Lake, IA)—Becki Drahota, founder and President of Mills Financial Marketing, was chosen to speak at the IBA annual Women in Banking Conference to be held in October of 2010 in Springfield, IL.

Becki is set to present ***“How to Get What You Want – and Make Money with Your Bank’s Marketing.”*** Marketing can be a bank’s most powerful engine for growth and profitability, but often falls short of expectations. In this session, attendees will learn how to focus and allocate resources (including staffing and outsourcing), how to get measureable results from PR, how to leverage marketing opportunities in a down economy – and how to avoid the worst mistake most bank presidents make in managing the marketing effort

“I’m proud to be a part of this conference ... speaking on a relevant topic to a group of strong, smart and motivated women. It will be a perfect opportunity for us to learn from each other,” stated Drahota.

For more information on the Women in Banking conference, visit www.ilbanker.com, or call: 217.789.9340.

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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