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Becki Drahota Featured on Cover of “Iowa Banking Magazine”

(Storm Lake, IA) Becki Drahota, President of Mills Financial Marketing, was featured on the cover of the March, 2011 edition of “Iowa Banking Magazine.”

The story stems from a presentation Drahota gave at the American Bankers Association National Conference for Community Bankers in February, entitled “*Taking Your PR from Entitlement to Enlightenment.*”

“The objective of this presentation is to point out how nearly 25% of community banks’ budgets are distributed toward PR or community-related efforts, which historically provides little or no ROI,” stated Drahota. “In today’s post-recession environment it’s more important than ever to make public relations and community giving strategic. My end goal is to help our clients, and community banks nationwide, take note of this, re-prioritize, and offer proven strategies for leveraging those efforts to benefit their employees, communities and markets.”

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.

“Iowa Banking Magazine” is a monthly, independent publication in its 19th year. It boasts readership near 7,000 and regularly covers national issues, state of Iowa issues, as well as national, statewide and local events.



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