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## 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 17 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.

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