



MISSION:

N  **VAXV**

2020 AMA IOWA NOVA AWARDS

AWARD WINNERS

Project Awards

Advertising

Recognizes communications intended to persuade target audiences to take action or to increase target audience's awareness of a product, service, event or idea. Messages are paid for by sponsors and delivered through traditional or new media.

Branding

Recognizes clear implementation of a client's voice in logo development, brand guidelines, messaging, persona development — even audio branding! If you were bold with branding last year, we want to see it.

Copywriting

Recognizes the spectrum of skills that copywriters offer to paint ideas, products and services in a compelling and memorable way. Has your copy elevated a phrase to Andy Warhol status, either internally or externally?

Data Analytics & Marketing Research

Recognizes exceptional transformation of data used to drive leads and produce results. Also includes qualitative and quantitative research programs — planning, execution and results — that have provided new insights used to develop strategies and achieve goals. Entries can include internal and external audience research.

Digital Marketing

Recognizes effective use of digital technologies and social platforms to reach audiences and influence and drive action. Entries can include email, ads, social platforms, blogs, podcasts and more.

Direct Marketing

Recognizes marketing communications sent directly to prospects focused on driving a specific call-to-action. Entries can be campaigns or single initiatives. This category includes both B2B and B2C direct marketing.

Integrated Marketing Campaign

Recognizes a continuum in a marketing campaign. Entries should have used at least three marketing channels to achieve their objectives.

Marketing Communications

Recognizes communications developed to support sales and/or increase awareness of a product, service or idea. Entries can include white papers, presentations, annual reports, brochures, magazines, newsletters, videos, podcasts and more.

Non-Profit Marketing

Recognizes exemplary marketing programs intended to change behavior, grow membership, increase awareness, raise funds or generate support. Eligible entries include individual components or comprehensive programs which benefit 501(c)3 organizations.

Public Relations

Recognizes all elements of public relations efforts intended to gain earned media and increase awareness of a product, service, initiative or idea. Entries can be comprehensive PR campaigns, individual PR campaign components (media kit: traditional, electronic and video submissions), or PR events (media conferences and planned events).

Small Budget Campaign

Recognizes an outstanding marketing campaign by a company that spent less than \$10,000. How innovative did you get with your limited marketing dollars? Entries can include any type of campaign or channel as long as it cost less than \$10,000.

Special Event

Recognizes the role of special events (conference, trade show, workshop, customer program or member program) in meeting marketing goals.

Video

Recognizes cutting-edge videos that make use of eye-catching visuals, testimonials, compelling voiceover, you name it! Entries may include product videos, tutorials, case studies, commercials, 360° video and more.

Website

Recognizes innovative use of the web, including website development and design, app development, landing pages, killer SEO, etc. — from strategy to execution.

ADVERTISING WINNERS

FREEBIRD CHECKING 1

Bank Iowa

Branded a new checking product for Bank Iowa and executed all promotions for product launch, including video creation, radio and print ad development, social media and digital advertising.

17% increase in new personal checking accounts

10,000+ unique pageviews in three months

*48% better-than-average CTR for Facebook/Instagram ads;
33% better-than-average CTR for YouTube instream ads*



WELLMARK SMALL GROUP CAMPAIGN 2

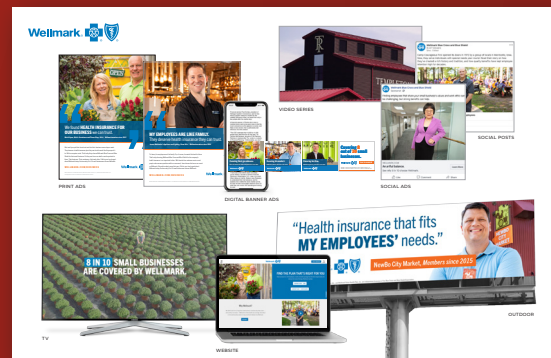
ZLR Ignition

Launched an integrated advertising campaign showcasing real customers explaining why they choose Wellmark for their small business.

Market share retention was not only achieved, but goal was exceeded by 4%

Website traffic increased 1,226% YOY

A new landing page offered visitors a more tailored experience which increased the paid search conversion rate from 8% to 44% YOY



SHAZAM'S 2019 FORUM EVENT APP 3

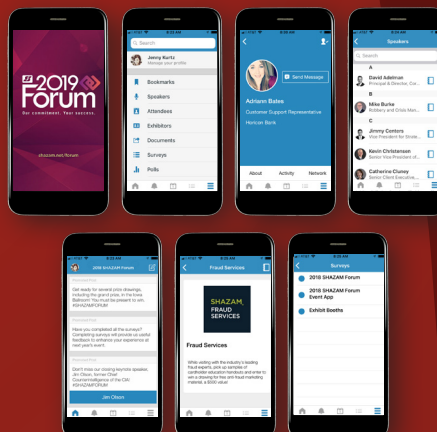
SHAZAM

The 2019 Forum event app elevated the attendee experience by delivering convenient and relevant information, a modern approach to networking and a repeatable metric to measure attendee engagement throughout our annual event.

Surpassed our 60% attendee download goal by 27%

87% attendee download was a 5% increase compared to 2018

Surpassed year-over-year number of active users per day with 94%



BRANDING WINNERS

BUILDING AN INTERNAL BRAND – PURPOSE, VISION, VALUES 1

Bank Iowa

Sought to create an internal brand centered around purpose to increase 3 key areas:

Team member engagement (8 out of 10 employees feel more connected)

Company communication open rates (Increased from 49% to 65%)

Attendance at internal events (Increased from 93% to 96%)



STANDING OUT IN A SEA OF (INSURANCE) BLUE 2

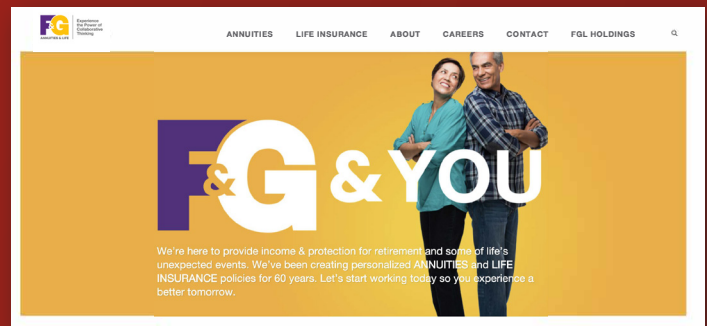
F&G

“Fidelity” and “Guaranty” carry great meaning, particularly in the insurance industry where consumers put their trust in the promise made by a carrier.

Adopted a purple and gold primary color palette to stand out among a sea of blue insurance brands

Established the tagline “Experience the Power of Collaboration”

Extended our tagline around collaboration to our employees



COPYWRITING WINNERS

ELEANOR SAVES THE DAY BOOK

Bank Iowa

1

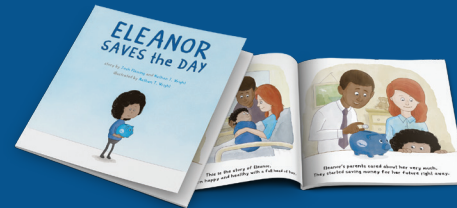
Eleanor Saves the Day is a children's book written by Josh Fleming, VP Marketing and Nathan T. Wright, Freelance Artist. Illustrated by Nathan T. Wright.

Increased Young Savers Account openings for the bank by 1200%

20% pick-up rate of news releases sent to the media

Garnered \$20,000 in equivalent ad value in a one-month time period from media coverage

CHILDREN'S BOOK ELEANOR SAVES THE DAY



BANK IOWA
ELEANOR SAVES THE DAY

SUCCESSFUL CLIENT EVENTS CAMPAIGN

Sammons Retirement Solutions/Sammons Institutional Group

2

Launched Successful Client Events lead-generation campaign to provide the "Step-By-Step Guide to Hosting Perfect Client Events" to financial professionals.

Generated 647 leads; 17.7% from "Fallen Angels" who hadn't written business in last 12 months

175 of 647 responders wrote business (27% sales conversion rate)

\$63.2 million sales influenced from responders; average production of \$361,167



NEW TAX LAW CAMPAIGN

Sammons Retirement Solutions/Sammons Institutional Group

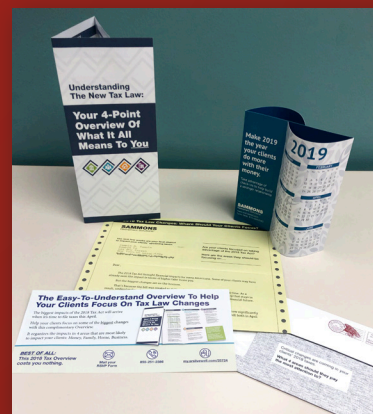
3

Launched a New Tax Law Overview lead-generation campaign to offer financial professionals an easy-to-understand, explanatory piece regarding the financial impacts of the 2018 Tax Act.

Generated 2,900 leads within a two-month period

324 of 2,900 responders wrote business, (11% sales conversion rate)

\$53 million sales influenced from responders; average production of \$163,500



DATA ANALYTICS & MARKETING RESEARCH WINNERS



DATA-BASED PERSONA DEVELOPMENT & MEDIA PLAN APPLICATION

1

Mercy College of Health Sciences | Lessing-Flynn

Developed data-based personas for primary healthcare programs at Mercy College of Health Sciences: healthcare administration, paramedic and nursing, to execute an effective strategic media plan.

Foundational marketing efforts indicate significant success

Increases in lead generation and enrollment year-over-year for Mercy College

Six consecutive terms of record new student enrollment

PORK DEMAND LANDSCAPE

2

National Pork Board

Sought foundational research to create a comprehensive research study to provide industry stakeholders with accurate, forward-looking market intelligence.

5 industry leading white papers

Multiple industry event presentations

Ongoing consultative engagement with stakeholders and constituents

97% of US HHs bought pork last year (Source: InfoScout)

79% Buy BOTH fresh & processed pork

\$1,663 (21 baskets)

\$1,328 (16 baskets)

\$1,239 (15 baskets)

“With pork, we make a lot of different stews, a lot of different meals, so this is how I feel, happy! Because I have my parents and I have my siblings... I feel like I'm enjoying my meals.” Unacculturated Hispanic (Source: Focus Groups)

“Pork was ingrained into my everyday life from bacon to prosciutto to whatnot, and I didn't realize it. It's like coffee: until you really start taking notice, you don't realize how much you have.” Older Adult (Source: Focus Groups)

People. Pigs. Planet. **PORK** Choose

DIGITAL MARKETING WINNERS

CLE PRODUCTIONS

Fajen Consulting

1

Launched efforts to increase national online brand awareness, thought leadership, and new leads. Executing all digital strategy, SEO research and application, content curation, design, and web page development:

New web users by 130%+ over the previous year

Online thought leadership content ranking in the top 10 organically viewed pages of all time on the client's website

Increased national leads by 8.5% through lead-generation tactics



SUNBELT RENTALS HURRICANE PREPAREDNESS CAMPAIGN

Two Rivers Marketing

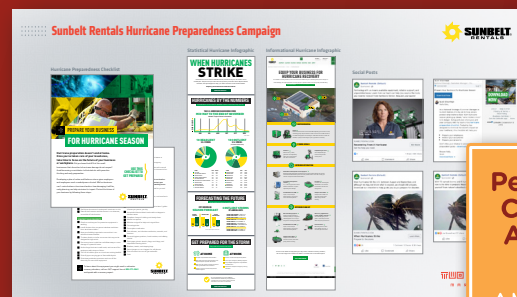
2

Launched our first seasonally focused solutions campaign for Sunbelt Rentals on social media utilizing Facebook, LinkedIn and Twitter. The results exceeded campaign KPIs and delivered the following performance versus goal:

64% more impressions

3x our lead goal

50% more clicks



People's Choice Award

AM> | Iowa

MERCY COLLEGE OF HEALTH SCIENCES CHATBOT

Mercy College of Health Sciences | Lessing-Flynn

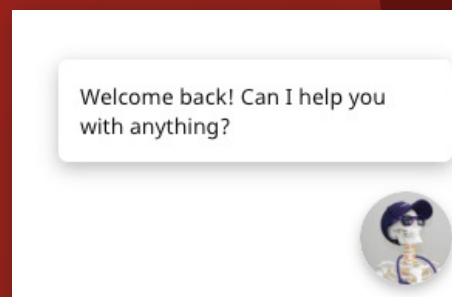
3

Launched a fun, branded online chatbot to answer prospective students' questions, using a communication format they preferred.

Featured an interactive "Captain Jack Marrow" character

Answered questions within 4 pre-written communication flows that had more than 100 response options

Brought immediate success by generating more than 500 leads in the first 10 weeks



DIRECT MARKETING WINNERS

ONE & SUN – DELTAVISION BENEFIT 1

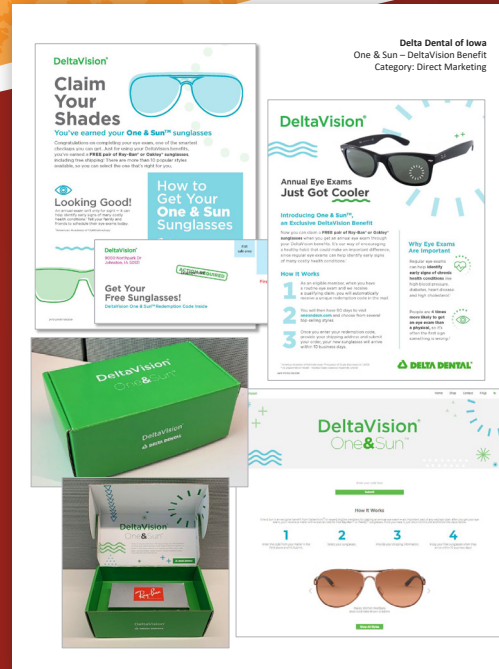
Delta Dental of Iowa

To differentiate from other vision insurance providers, developed One & Sun – an exclusive program designed to attract new groups and encourage employees to get their annual eye exams.

Over 300% more members are getting exams

Double the expected number of employees are enrolling in the plan

Receiving inquiries from other Delta Dental companies and employers who are interested in the program



TAX SEASON CARE PACKAGE 2

Sammons Retirement Solutions/Sammons Institutional Group

Created and mailed the Tax Season Care Package to increase brand loyalty and sales with client influencers during their busy tax season.

62 financial professionals within audience of 144 wrote b usiness during the campaign period (43% sales conversion rate)

Over \$7.5 million in sales from these 62 financial professionals

Average production from 62 financials professionals was over \$120,000



“BEAT THE HEAT” DAIRY HEAT STRESS CAMPAIGN 3

Kemin | Lessing-Flynn

Created a multi-media direct marketing campaign for Kemin Animal Nutrition & Health - North America, comprised of direct mail, email, targeted social media ads and a sweepstakes to up the ante and bring in qualified leads.

32 quality leads (11% lead conversion)

314 page visits (116% engagement)

17 downloads PDFs (Goal was 8 downloads)



INTEGRATED MARKETING CAMPAIGN WINNERS

ELEANOR SAVES THE DAY CAMPAIGN 1

Bank Iowa

Eleanor Saves the Day is a children's book written by Josh Fleming, VP Marketing and Nathan T. Wright, Freelance Artist. Illustrated by Nathan T. Wright.

Increased Young Savers Account openings for the bank by 1200%

20% pick-up rate of news releases sent to the media

Garnered \$20,000 in equivalent ad value in a one-month time period from media coverage



GRAND BLUE MILE TEN - TEN X THE CELEBRATION 2

Wellmark Blue Cross and Blue Shield

Drove event registration and increased the public's awareness of Wellmark's connection to Grand Blue Mile and support of community programming that helps shape a future of better health.

Record 4,300 people registered, a 16% increase in registrations

152% increase in Wellmark-specific positive media mentions

\$12,000+ raised for Iowa Kidstrong, representing a 65% increase over 2018



BANKERS TRUST COMMERCIAL MID-MARKET BANKING CAMPAIGN 3

Bankers Trust

Launched first-of-its-kind campaign leveraging traditional, digital and email marketing components to reach prospective customers.

Ran in five markets and targeted businesses in four key industries

Reduced time spent to earn prospect meetings; firmly establishing Bankers Trust as a middle-market bank for middle-market companies

Helped commercial team surpass loan production goal by over 20%



MARKETING COMMUNICATIONS WINNERS

SHAZAM BOLTS MARKETING KITS 1

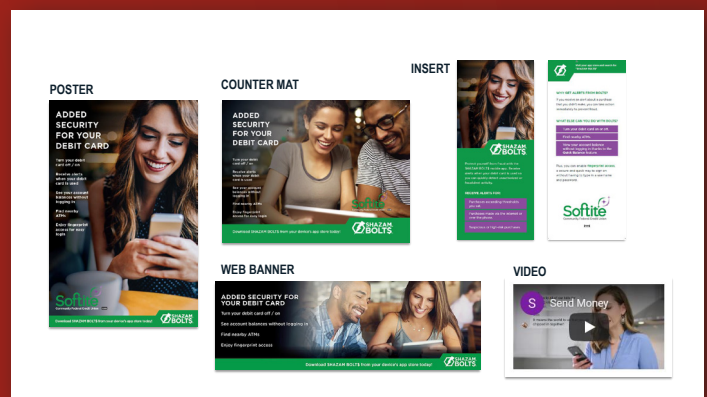
SHAZAM

The bundled, turn-key approach to powerful marketing materials made it easy for our banks and credit unions to promote the app. By creating and implementing a marketing communications strategy, we exceeded our goal.

Generated 345 qualified leads

Sold 41 kits resulting in more than \$22,000 in agency revenue

58% increase in app usage



DINNER AT HOME IN AMERICA 2

National Pork Board

An industry leading white paper that examines the contextual occasions in which Americans are eating dinner in the home and identifies areas of growth opportunity for pork.

90 direct articles written in the first 3 weeks of publication

700+ report downloads within the first year of publication

Multiple presentation opportunities via webinars, seminars, and industry events



ALL ABOUT DINING OUT 3

National Pork Board

The work brought an understanding of consumer needs, considerations and motivations that impact out-of-home dining decisions in a time of shifting dining out landscape and the rise of multicultural cuisine trends in the U.S.

300 unique website visitors with 335 report downloads

15 independent articles written about this research

100+ press releases written at the time of publication



NON-PROFIT MARKETING WINNERS

SEE YOURSELF HUNGRY

1

Strategic America

Created compelling content that helped viewers find the humanity in hunger.
Executed a digital campaign to raise awareness of food insecurity.

477,700 impressions garnered

*More than 100 viewers saw the ads and later returned
to the website to learn more of their own accord*

*More than 270 pixel activities indicated viewers
were at least interested in giving to Food Bank of Iowa*



HAMS ACROSS AMERICA

2

National Pork Board

A nationwide effort that showcases the pork industry's commitment to the We Care ethical principles, including a focus on community. The desire was to provide nutritious pork to various communities during the 2019 holiday period to combat food insecurity.

2 million servings of pork donated

200 individuals participated in the challenge

250 social media mentions



PUBLIC RELATIONS WINNERS

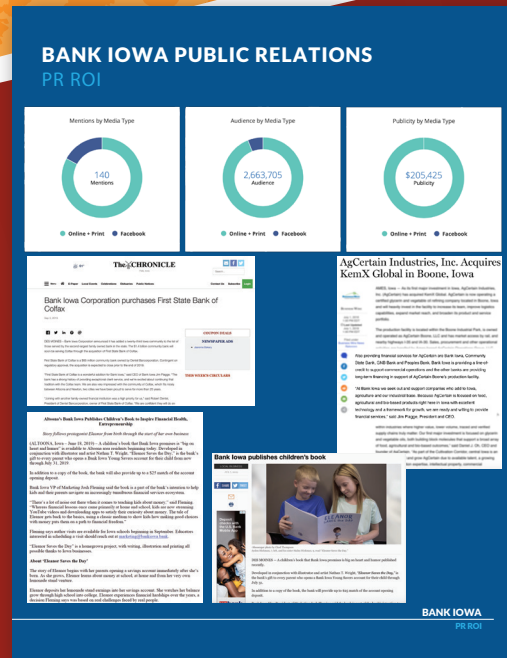
PR ROI **1** Bank Iowa

Through press releases on acquisitions, the children's book and ag financing placements, Bank Iowa was able to generate:

42% pick up of all press releases

\$117,000 in equivalent ad value from media placements

Over 426% ROI for Bank Iowa's public relations



HY-VEE "SHOPPER CHOPPER" **2** Meyocks

Executed guerrilla marketing tactic to drive awareness for the opening of a new store concept, Hy-Vee Fast & Fresh. The 10-foot-tall "Shopper Chopper" earned the client the desired attention they were seeking for the brand.

13+ million views

300+ news segments nationwide

8+ million social media impressions



DELTA DENTAL ILLINOIS FOUNDATION – LAND OF SMILES **3** Meyocks

Helped achieve continued success in the 13th year of the Land of Smiles oral health educational program.

2019 program helped nearly 42,000 Illinois elementary students learn about good oral health habits in a fun and interactive way

Earned 79 media placements, surpassing goal of 50 placements

Garnered a return on investment of 13:1 in the spring and 17:1 in the fall, surpassing goal of 3:1



SMALL BUDGET CAMPAIGN WINNERS

DIRECT MAIL CATALOGS

Davis Equipment Corporation

1

Changed the product catalog from one 300-page book produced once every two years into separate mini catalogs distributed three times per year.

Cut production costs 43% in the year

Allowed customers to hear from us 5x more than in past years and more times than our competitor

Allowed our company to showcase seasonally used items and highlight those items during buying times

DAVIS equipment corporation

Spring Parts Catalog 2019

DURA PRODUCTS
Reliable, Efficient, Durable

Dura-Meter™
New meter design for 2016 made of impact resistant Lexan™ faceplate ... 100% moisture-sealed circuitry makes meter impervious to water intrusion ... Same great menu driven backlit display ... Plumbed both for in-line and 90 degree applications ... Features 2 Year Maintenance Program.
DP-3000V \$227.50

Dura-Pump™ Easy Caddy
The Dura-Pump™ Easy Caddy can be mounted in 6 different configurations on a variety of tank/tote and drum types ... Use it mounted on top of tank or top of 55 gallon drum, on side of tank, or off the ground depending on user preference ... Conversion kits are available to mount system on Monsanto and Syngenta tanks.
DPEM-4312V \$766.25

Dura-ABS™ Auto-Batch System
Intuitive interface allows for the selection of manual or automatic operation with the flip of a switch ... High-flow pump with up to 15GPM flow rate ... Optimized for repeatable batching; returns to the last volume amount dispensed ... Includes Dura-Meter™ with impact resistant Lexan™ faceplate ... Features a 2 year warranty.
DPABS-4312V \$1,037.50

N-Serve Bottom Unload
Dura-Pump™ Bottom Unload pumping system in Vilon™ ... Features 2 Year Maintenance Program.
w/ meter: DPBM-4312NV \$967.50

TeeJet TECHNOLOGIES

Six Ways to Win the Weed Escapes Battle

Call our Parts Team about the spray tip that's right for you!

Tip	Pattern	Drop Size	Best For
Turbo TeeJet® (TT)	Single	Medium to Coarse	Liberty®/Contact herbicides
Turbo TeeJet® (TT2)	Tein	Medium to Coarse	Liberty®/Contact herbicides
Air Induction Extended Range (AER)	Single	Coarse to Very Coarse	2,4-Dichloroac/Picicamba
Air Induction (AI/AC)	Single	Very Coarse to Extremely Coarse	2,4-Dichloroac/Picicamba
Air Induction Turbo TeeJet® (AIT/TT2)	Tein	Very Coarse to Extremely Coarse	Roundup®/Picicamba
Turbo TeeJet® Induction (TI)	Single	Extremely Coarse to Ultra Coarse	Roundup®/Picicamba

ONE GREAT COMPANY. TWO LOCATIONS. THREE STATES.
TRUST IS OUR LEGACY SINCE 1964.
(IA) 800-747-8300 ... (MN) 800-736-3525 ... (WI) 800-588-7776

ATTORNEY RECRUITMENT CAMPAIGN

ARAG Legal Insurance

2

Tasked with recruiting 10 attorneys to join the network in four months for a new client via direct mail, email marketing, social media and local ad buys.

Recruited 21 attorneys, 210% of the initial goal

Average insurance plan enrollment doubled to 13% because of ability to advertise this success with attorneys

Of eligible attorneys in the target area, we saw a 42% conversion rate

connected to clients

Help a colleague grow their client base and you can earn \$100.

Join the Network that Connects You with New Clients

NEW CLIENT GROWTH OPPORTUNITY with employment of our 3rd Client.

TAX SEASON CARE PACKAGE

Sammons Retirement Solutions/Sammons Institutional Group

3

Created and mailed the Tax Season Care Package to increase brand loyalty and sales with client influencers during their busy tax season.

62 financial professionals within audience of 144 wrote business during the campaign period (43% sales conversion rate)

Over \$7.5 million in sales from these 62 financial professionals

Average production from 62 financials professionals was over \$120,000



SPECIAL EVENT WINNERS

GRAND BLUE MILE TEN - TEN X THE CELEBRATION

1

Wellmark Blue Cross and Blue Shield

Drove event registration and increased the public's awareness of Wellmark's connection to Grand Blue Mile and support of community programming that helps shape a future of better health.

Record 4,300 people registered, a 16% increase in registrations

152% increase in Wellmark-specific positive media mentions

\$12,000+ raised for Iowa Kidstrong, representing a 65% increase over 2018



BRING IT HOME - 2019 HOUSING IOWA CONFERENCE

2

Iowa Finance Authority

The Iowa Finance Authority's Bring It Home Conference not only broke boundaries in creativity but also in attendance and sponsorships.

Broke the all-time sponsorship record

Met the attendance goal, a credit to the spectacular event branding and marketing of the conference turned Big Game!



VIDEO WINNERS

MAKING A NAME FOR MYSELF IN SUPPLY CHAIN MANAGEMENT **1**

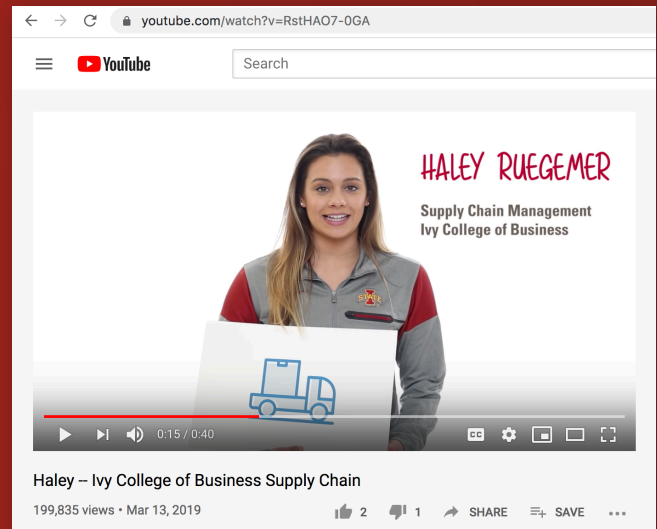
Ivy College of Business, Iowa State University

Created three videos and launched a YouTube pre-roll video campaign featuring Ivy College of Business supply chain management students, goal of increasing enrollment in the SCM major.

Videos earned a combined 470,458 views with an average view duration of more than 35 seconds

12% increase in SCM student enrollment

Record number of views and view duration of any Ivy video previously created



PIVOT BIO PROVEN™ ANIMATED EXPLAINER VIDEO **2**

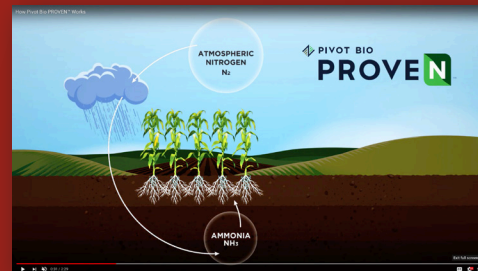
AKC Marketing

This animated video explains the new microbial nitrogen technology of Pivot Bio. The video was promoted across Twitter, Facebook and YouTube.

More than double the projected views

Thousands of farmers directed to a landing page to sign up and learn more about this novel product

Opportunity for continued remarketing



BIN BUSTING YIELDS – WORLD RECORD HOLDER VIDEO **3**

AKC Marketing

Created to loudly and proudly announce to the agriculture world that David Hula once again shattered the world record for corn yield while doing it with a Pioneer® brand product. Used across social channels and at trade shows.

More than doubled our expected audience

Brought huge engagement, both online and in-person at trade shows

Brand used by David remained a top seller year-over-year



WEBSITE WINNERS

IOWA HIGH SCHOOL ATHLETIC ASSOCIATION'S NEW WEBSITE

1

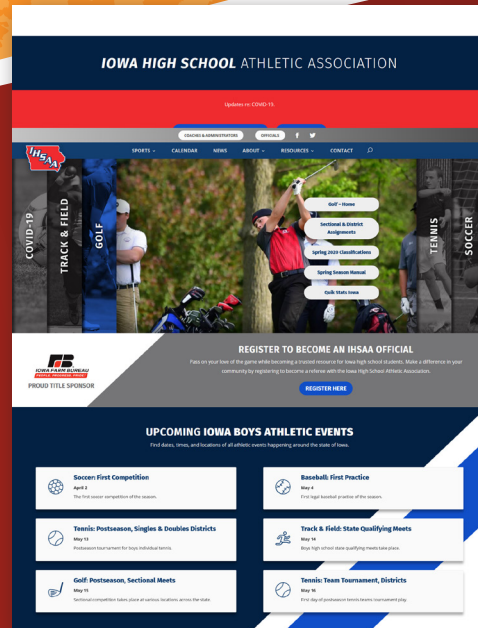
Webspec

Launched a new website for the Iowa High School Athletic Association with new brand messaging, user personas, copywriting, design, and development.

Quarterly increase from Q3 to Q4 of 54% for users

Quarterly increase from Q3 to Q4 of 71% for sessions

Over 200,000 pdf downloads occurred on the website during Q4



BANK IOWA WEBSITE REDESIGN

2

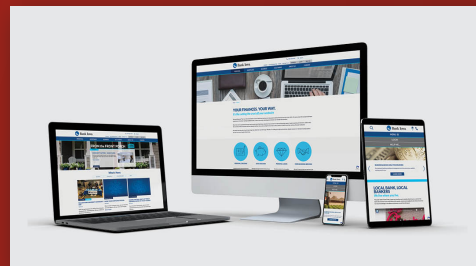
Bank Iowa

Developed and launched new website for Bank Iowa. Website features endless flexibility, responsive design, user-friendly site architecture, SEO-friendly content and measurable KPIs to track success.

212% increase in users

300% increase in number of terms ranked on Google

65% decrease in time on site due to information being easier to find



IOWA FINANCE AUTHORITY WEBSITE TRANSFORMATION

3

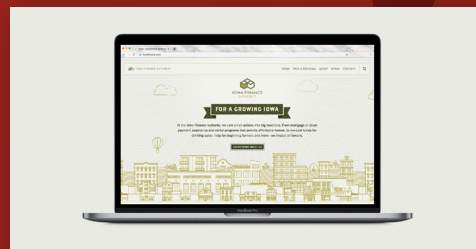
Happy Medium

Launched new website to transform the user experience and make resources accessible for varied audiences. Strategy, web, content and creative updates deliver a seamless experience that elevates IFA's brand and better communicates its purpose and impact, resulting in:

40% more pageviews

22pt increase in SEO score

Higher organic traffic and 2+ pt gains in UX measures



Marketing Achievement Awards

Marketer of the Year

Recognizes an individual who does the most every single day to meet goals and make waves in the industry.

Marketing Executive of the Year

Recognizes an individual who inspires, leads and achieves excellence in the field of marketing and has helped to build and transform his/her marketing community.

Marketing Department of the Year

Recognizes an in-house marketing department that executes everything from crafty campaigns to killer customer communications.

Volunteer of the Year

Recognizes a member who has made an impact on AMA Iowa through their volunteer efforts.

MARKETER OF THE YEAR JOSE DE JESUS

Senior Director, Multicultural Marketing
National Pork Board

Jose De Jesus is a strategic and results-oriented marketing and communications leader with more than 15 years of experience developing insight-driven strategies across several cultures, organizations and brands. Starting his career in journalism and holding roles in communications, PR, marketing and branding, Jose uses ROI strategy and a multicultural lens to provide growth for stakeholders and elevate overlooked consumer populations.

Jose currently serves as the Senior Director of Multicultural Marketing at the National Pork Board. Here, he has worked tirelessly to shed light on the need for improved accessibility, health and authenticity for the overlooked Hispanic market, spawning attention for his work in the "Insight to Action" program and resulting in the notable 2019 projects "Hispanics: Pork's Greatest Opportunity" issue brief and "Time to Tango: Latinos are Pork's Future" report. Jose even used his personal Instagram to promote pork recipes and developed relationships with notable food industry members to raise awareness.

Jose's passion is evident, resulting in actionable studies his industry could begin using immediately. He is committed to highlighting the needs of multicultural and Hispanic consumers and has been innovative enough to exceed his goals while exuding positivity, remaining insightful and having fun.



MARKETING EXECUTIVE OF THE YEAR JOSH FLEMING

VP, Marketing Director
Bank Iowa

As Bank Iowa's Vice President of Marketing, Josh Fleming has transformed the brand and market position in a short amount of time. He has personified the organization as a community banking thought-leader in only a few years with a philosophy that "banking doesn't have to be boring." Over a one-year span, Josh's brand refresh efforts achieved a 13 percent increase in consumer awareness. He also led the launch of a new transformative website and the rollout of an culture-focused internal brand – all while respecting and maintaining Bank Iowa's 50-year old history and contributing to exponential growth for the company.

Throughout his career, Josh has influenced almost every area of marketing. He's held roles such as digital director, professor, brand counselor, and of course, AMA Iowa President and board member. Josh has also served in several volunteer positions that directly furthered the marketing community and causes that he's passionate about. He believes in surrounding himself with talented people he can learn from, that the success of a company can be traced directly to the strength of its brand and that every situation has a silver lining.

The praise and recognition Josh received from his team and his former students set him apart. As a member of his team wrote, "The Greater Iowa marketing community would be incomplete without Josh." Not only does he take the time to research and strategize before effectively implementing marketing initiatives, he goes out of his way to mentor and elevate the next generation of professionals, a true sign of a successful leader.



MARKETING DEPARTMENT OF THE YEAR IOWA STATE UNIVERSITY

Ivy College of Business Marketing
and Communications Team

IOWA STATE UNIVERSITY
Ivy College of Business

The Ivy College of Business Marketing and Communications team has shown major growth, top-notch support for their members and clear achievement. They focus on creating relevant materials that capture the attention of intended audiences and encourage engagement with students, alumni, faculty and staff, all while following a marketing plan based on the college's strategic plan. The five-person team is led by Michele Appelgate, Director of Marketing and Communications, who has 30 years of diverse experience in journalism, crisis communication and marketing. Its members bring many years of experience and expertise and are described as "talented, dedicated, engaging and amazing to work with."

In 2019, the Ivy College of Business Marketing and Communications team was successful in increasing regional and national awareness for the college, securing the "Best MBA Program in Des Moines" title for the second year in a row and launching the program's ranking into the top 10% of MBA Programs in the nation. They also launched the "We are Ivy" branding campaign, created a marketing and communications services webpage and put together brand guidelines and other resources to increase consistency in daily communications.

Their growth has allowed them to expand and add a new position: Masters Marketing and Alumni Relations Coordinator. The well-respected team has earned recognition through awards such as Staff of the Month, Superior Service Award, and now, AMA Iowa's Marketing Department of the Year.

VOLUNTEER OF THE YEAR KILEY SKADBURG

Digital Experience Director, Iowa Clinic
AMA Iowa Experience volunteer

After becoming an AMA Iowa member in August 2019, Kiley Skadburg, digital experience director for The Iowa Clinic, quickly got involved. She immersed herself in the planning and implementation of goals for AMA Iowa's annual Experience event, raising the bar for future volunteers along the way.

Kiley brought innovative topics to the table, providing a diverse perspective on trends and opportunities and addressing current challenges marketers face. Not only was she able to secure Viv deBrauwere, a former Netflix staffer and an expert in conversion rate optimization, she also used her connections to secure a cash sponsorship from SpinUTech to help AMA Iowa achieve event growth aspirations.

Kylie contributed time, reliability and positivity to planning the event, all while balancing her family and a new job. If that wasn't enough, Kylie assisted wherever she could the day of the event, including coordinating speakers/sponsors, staffing the registration desk, directing traffic, stepping in as a microphone runner and taking charge of two breakout sessions. Her commitment, insight and dedication to serving the chapter and members directly led to the success of Experience 2020.



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