

**For more information:**  
Michael Schreurs, CEO  
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## **SA Receives Two District ADDY® Awards**

(DES MOINES, April 13, 2007) – Creative excellence earned Strategic America (SA) two awards at the district level of the ADDY® Awards, sponsored by the Advertising Professionals of Des Moines.

SA received a silver award for its 2006 Holiday Card.

SA received a gold award on behalf of client Allied Insurance, for the Allied 2007 Incentive Trip Brochure. This award will advance to the national competition.

The ADDYs recognize and reward those who excel in the art of advertising. SA received four gold, three silver and two individual ADDY Awards in the local competition.

was recognized with a Best of Class honor, four gold, three silver and two individual ADDY Awards. Gold award winners will advance to the district level and vie for a spot in the national competition. SA earned the awards on behalf of clients Kum & Go, Allied Insurance, Isabel Bloom, the National Agri-Marketing Association and Fullmer Contract, LLC. In addition, SA Chief Executive Officer Mike Schreurs received the “Silver Medalist” award for his contributions to the company, community, the general advancement of advertising and creative ability. The “Rookie of the Year” honor was given to Account Executive Kathleen Riessen. After being nominated by the Board of Directors and Executive Council, the Ad Pros of Des Moines members voted to determine these individual awards.

The ADDYs recognize and reward those who excel in the art of advertising. SA's work was up against more than 430 pieces submitted by Central Iowa entrants.

Strategic America was founded in 1980 and employs 81 communications professionals. SA represents more than 40 diverse national, regional and local clients, focusing on insurance/financial services, business-to-business, dealer and consumer marketing. “All of the support Strategic America provides allows me to be an integral part of Ad Pros of Des Moines,” said Kathleen Riessen.

Strategic America is a well-regarded member of the American Association of Advertising Agencies (AAAA), Public Relations Society of America (PRSA) and Worldcom Public Relations Group.

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## **SA Brings Home Best of Class, Gold and Silver at ADDY<sup>®</sup> Awards Competition**

(DES MOINES, March 8, 2007) – Creative excellence earned Strategic America (SA) 10 awards at the recent ADDY<sup>®</sup> Awards ceremony at the Prairie Meadows Racetrack and Casino, sponsored by the Advertising Professionals of Des Moines.

SA was recognized with a Best of Class honor, four gold, three silver and two individual ADDY Awards. Gold award winners will advance to the district level and vie for a spot in the national competition. SA earned the awards on behalf of clients Kum & Go, Allied Insurance, Isabel Bloom, the National Agri-Marketing Association and Fullmer Contract, LLC. In addition, SA Chief Executive Officer Mike Schreurs received the “Silver Medalist” award for his contributions to the company, community, the general advancement of advertising and creative ability. The “Rookie of the Year” honor was given to Account Executive Kathleen Riessen. After being nominated by the Board of Directors and Executive Council, the Ad Pros of Des Moines members voted to determine these individual awards.

“I was honored to be recognized by fellow advertising professionals,” said Mike Schreurs. “I would also like to congratulate Kathleen for her achievements. The ‘Rookie of the Year’ award reflects the culture SA strives for, employing successful young professionals and nurturing their careers.”

The ADDYs recognize and reward those who excel in the art of advertising. SA's work was up against more than 430 pieces submitted by Central Iowa entrants.

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