

For more information:
Michael Schreurs, CEO
Strategic America
515-453-2000

Strategic America Harvests National Agricultural Marketing Awards on Behalf of Iowa Farm Bureau Federation

(DES MOINES, January 29, 2008) – [Strategic America \(SA\)](#) accepted four awards from [The National Agri-Marketing Association \(NAMA\)](#) on behalf of client [Iowa Farm Bureau Federation's Join the Ride Campaign](#) earlier this month at the Region III Best of NAMA Ceremony in Minnesota.

NAMA is the nation's largest professional association for professionals in marketing and agribusiness. Hundreds of entries are submitted to the competition by the top agricultural marketing and communications agencies in the United States and Canada, and judged by a panel of NAMA members.

The Join the Ride Iowa Campaign featured a chopper constructed by the Teutul family of the hit TLC show "American Chopper," and spotlighted Iowa's renewable energy capabilities in connection to Iowa agriculture. The campaign was honored with the following regional NAMA awards:

- Unique Print Advertising – First
- Corporate Identity – Merit
- Less than Page Ads, Series – Merit
- Producer or Company-Funded Advertising Campaigns – Merit

Entries must receive either a first place or merit category award at a regional NAMA competition before they can be considered for a national award at the National Best of NAMA competition in Kansas City in April.

Strategic America was founded in 1980 and employs 85 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.

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.

###