



Fact Sheet: 30 Years of Growth

Background

- Began as Timmerman, Schreurs and Associates, an advertising firm in Waterloo, Iowa, in 1980.
- Evolved as Schreurs & Associates and became Strategic America in 2000 to reflect full-service integrated marketing to a growing base of national clients.
- SA's cumulative growth over the last three years has averaged 20%.
- SA, on behalf of its clients, is the largest purchaser of advertising/media in Iowa.
- Business growth outside of Iowa now accounts for more than 50% of our clients and revenue.
- SA donates at least 10% of billable hours annually to philanthropic projects and regularly provides in-kind or value-adds to its nonprofit clients. Its executive leadership has been actively involved in the United Way while its entire workforce has donated in the annual campaign for five years, resulting in various "performances" on the part of the company's principals to reward employees for campaign participation.

Full-Service Integrated Marketing

Key Capabilities:	Strategic planning, research, branding, measurement
Focus:	Field/channel marketing in U.S. and Canada
Disciplines:	Advertising, paid media, PR, direct marketing, creative/design/interactive/online, database marketing and management
Additional Specialties:	Social media, media relations, issues management, presentation training

Industry Partnerships/Memberships

4A (American Association of Advertising Agencies)	American Marketing Association
Worldcom Public Relations Group	Better Business Bureau
Public Relations Society of America	Advertising Federation of America/AdPros
Direct Marketing Association	International Association of Business Communicators

Client and Project Sampling:

<u>Regional/National Clients</u>	<u>Iowa Clients</u>	<u>Government/Nonprofits</u>
Lennox Industries	Iowa Lottery	Governor's Disabilities Council
Wendy's Restaurants	Iowa Diamond	IA Dept. of Natural Resources
Service Experts	City of Norwalk	Iowa Finance Authority
Rotobrush	Purple Heart Highway	Des Moines Metro Opera
Marsh U.S. Consumer	Gcommerce	Count the Kicks
Hunter Douglas	Merit Resources	Iowa ABI
Toro	Neighborhood finance Corporation	Charlie Wittmack/The World Tri
Veria TV Network		
Amerilife		
American Equity		
Academic Benchmarks		
American Soybean Association		
LifeSpace		
BTR, LLC		
Nationwide		
Allied Insurance		

Anniversary Celebration and Milestones

- Upgraded to newly remodeled office space at new location, aiming for LEED certification.
- Refreshed website (www.strategicamerica.com) to reflect the growth of past three decades and future plans.
- Hosting anniversary event and launching a training series for clients, associates and vendors:
Thursday, May 20, 2010, 4:30–7 p.m.