



## STRATEGIC MARKETING SERVICES

### **Uncertain times require action!**

Strategic Marketing Services at the University of Northern Iowa has helped businesses and organizations create and retain jobs for almost 20 years by providing marketing, market research, and strategic planning assistance.

SMS has access to Grow Iowa Values Fund dollars which can be used to defray the cost of our services. Businesses, local governments and organizations in Iowa may qualify for matching funds assistance.

If you know of any business, city or county government, community organization, entrepreneur, or nonprofit organization that is struggling through these tough times, Strategic Marketing Services may be able to help.

As a favor, I would ask you to display the enclosed poster so that those who may need our assistance will be able to see it.

If you would like more information, please visit our website at [www.sms.uni.edu](http://www.sms.uni.edu). You may also contact me by phone at (319) 273-2886, toll free (800) 204-1804 or by email [Ronald.Padavich@uni.edu](mailto:Ronald.Padavich@uni.edu).

Thank You!

**Director  
Strategic Marketing Services**

*University of Northern Iowa  
Curris Business Building, Suite 5  
Cedar Falls, Iowa 50614-0120  
Phone 319.273.2886  
Fax 319.273.6830  
Website [www.sms.uni.edu](http://www.sms.uni.edu)*