

**Peggy L. Hudson, CFMP**  
Senior Vice President &  
Chief Marketing Officer

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To Whom It May Concern:

It has been my professional and personal pleasure to partner with Brian E. Conway, owner of Conway Media Solutions, for the last 20-plus years during my tenure as marketing director for American Trust and Savings Bank which was acquired five years ago by MidWestOne Bank. My association with Brian began through a full-service agency in Madison and was put on pause for a couple of years when he left the agency to pursue his MBA. My team and I were elated when he re-joined the team as our agency of record.

In the years to follow, our holding company purchased a bank in the San Francisco Bay-area and Brian also became their agency of record placing media in that market at our request. As part of our acquisition by MidWestOne Bank, we sold the San Francisco enterprise, but we grew from two banks with 19 offices in three states to one bank with 57 offices in five states. Brian has the capacity and resources to research and plan for our changing markets, buy traditional and digital media, analyze our outcomes, and adjust strategies with us as appropriate—all while maintaining timely placement and invoicing. What is more, after all these years, Brian has developed a specialty in understanding regulatory compliance in financial services—beyond what we had experienced working with a “full-service agency” where we did not get the personal attention he provides.

Brian uses highly accurate data and analytics to work through expected metrics and return on marketing investment pre- and post-placement. He is extremely intentional in using the channels that will reach our intended demographics in remarkably diverse markets. From Conrad, Iowa, to Ft. Myers, Florida, Denver to Minneapolis, Brian has the software and media relationships to ensure precision placement and efficiencies. He is also a research expert and has gone beyond media to planning for desired customer demographics in our various markets.

As I near retirement, I remain devoted to Brian who helped our teams find success in highly competitive financial and marketing industries. He has mentored my team members over the years to understand best practices and grow professionally which is why I consider him my partner in success.

I would be happy to visit with you on the phone (563.590.2193) or by e-mail ([peg464@icloud.com](mailto:peg464@icloud.com)).

Sincerely,

