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TRI-STATE NEWS FOR YOUR BOTTOM LINE

SEPTEMBER 2021



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Brian Davis



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Zach Hodge



Amanda Iburg



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Jared McGovern



Lauren Minert



Danielle Moore



Eva Schmid



Katie Thomas



Corey Young

Rising 2021 Stars

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❖ Eva Schmid ❖

Owner, Lotus Marketing

BY KARI WILLIAMS • PHOTO BY JESSICA REILLY

Eva Schmid started Lotus Marketing Co. five years ago after moving to Dubuque and has built a client-base from scratch. Her work, she said, “formed around a need.” “I don’t know that it’s something that my company necessarily adds, but (I) help clients add to the community,” she said. “I think through our services we’re able to help them enhance the community.”

Mantea Schmid nominated Eva for the honor and said she is a role model for young professional women.

“She knows who she is and has a positive, can-do attitude,” Mantea Schmid said. “She is a role model to others by exhibiting the confidence to take her place at any table. Through her self-assurance and willingness to explore any prospect, Eva is inspirational.”

Eva Schmid also plays an active role in community affairs through her role as a board member with the Dubuque Symphony Orchestra’s board — and one of its youngest.

As such, she said, she brings different ways to reach a new audience to the board in coordination with the symphony’s marketing director, Kathleen Hoeper.

Mantea said Eva’s work on the symphony’s development committee is an asset.

“Eva has the perfect personality for the development committee,” Mantea said. “She does not hesitate to take on assignments and willingly makes contacts for the symphony. Eva even makes

cold calls, which are the most difficult contacts for fundraising.”

Eva’s interests also led her to be involved with Crescent Community Health Center’s 10th anniversary events. After the event concluded, the health center became one of her first clients when she launched Lotus Marketing.

Eva also recently completed her term on the St. Ambrose Alumni Association board, which she said she enjoyed as a way to help enhance the program and get more people involved.

“I think that before my term there wasn’t a strong alumni group in Dubuque,” she said, “and we were able to help bring annual happy hours to town and now someone else is taking that and running with it.”



EVA IN DETAIL

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Mantea Schmid

Age: 33.
Job title/occupation/place of employment: Owner, Lotus Marketing.
Volunteer activities: Board member of the Dubuque Symphony Orchestra.
Education: Bachelor of Arts in marketing and public relations, St. Ambrose University; Master’s of Business Administration from St. Ambrose University.
Family: Husband, Matt Schmid; son, Bennett.
Person most inspirational to me and why: Larry Hotaling, one of my first bosses. He made an incredible impact on me, taught me to always ask questions and think outside the box in my approach to developing marketing solutions

and problem solving. Without his leadership early in my career, I don’t believe I would be the person I am today.
Favorite thing to do outside of work: Spend time with my family, travel and read.
One word to describe me: Strong.
What’s one thing that most people would be surprised to know about you: My first job after college was doing marketing and public relations for a steel foundry, and I loved it.
Greatest fear: Not being around for my child and husband.
What’s the one thing you are most passionate about in your life: Creating fun memories and traditions with my family.



lotus marketing

Congratulations to our very own rising star, Eva Schmid! Thank you for all you do to support our organizations and those we serve. Your impact in our community shines bright.

Your friends at,

