



## News Release

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# SunStar Strategic Wins Web Design Award Best Mutual Fund Website

Alexandria, Virginia – September 8, 2020: The Web Marketing Association today announced that SunStar Strategic has won the 2020 Award for Best Mutual Fund Website for its development of the [Mairs & Power site](#). The award reflects leading the industry in this category.



The site was one of hundreds of entries. According to William Rice, president of the [Web Marketing Association](#), this year's WebAwards' competitors included remarkable entries from around the world that show impressive creativity and functionality.

"We're very proud of the confidence Mairs & Power placed in us when selecting SunStar to rebrand them during their year-long 'One Voice' initiative," said Kathryn Morrison, president and CEO of SunStar Strategic.

One of the judges commented that the new site balances the appearance of a conservative and responsible corporate entity with the warmth of a friendly local / regional consultancy. Clear and well-segmented with strong and simple visual assets.

"We couldn't be more pleased," said Annette Lance, Assistant Manager-Investor Relations for Mairs & Power. "SunStar helped us hold on to our nearly 100-year history as a conservative investment firm while bringing us into 2020. Our new site reflects our dedication to our process and to investing in

Minnesota and the upper Midwest. It also gives clients and potential investors an excellent glimpse into who we are as people."

In addition, the site is updated regularly with articles and commentaries by the firm's portfolio managers that are of interest to both financial advisors and investors.

"We are proud of this achievement," said Dale. It is the second time the firm has received an award from the Web Marketing Association. In 2018, the [SunStar Strategic site](#) was recognized with a Standard of Excellence Achievement in the public relations category. "Our focus is on getting the message right. We do in-depth work with our clients on content – beginning this project by interviewing clients, financial advisors and staff. That's the true real hallmark of our success. We appreciate this incredible recognition of our capabilities."

The site was designed, written and programmed by SunStar's creative services group, led by Marilyn Dale, vice president and director of creative and digital services for the firm. Lance was the client project manager. [Andy Richter](#) provided custom still and video photography. SunStar's technical strategic partner, [Jikometrix.net](#) programmed and hosts the site.

"The Mairs & Power site showcases not only our capabilities in web design and development, it reflects their personality, history and commitment to excellence," Morrison said.

Design and functionality for websites are continually evolving as technology continues to change to meet the needs of the online viewer.

Winners are selected by the Web Marketing Association from websites across the globe that were launched for at least part of calendar year 2019 or early 2020. Sites are judged on design, innovation, content, technology, interactivity, copywriting and ease of use/navigation by a panel of independent Internet experts.

### **About SunStar Strategic**

SunStar Strategic provides strategic public relations and inspired marketing programs that help its clients attract, maintain, and grow assets. SunStar Strategic focuses first on developing the unique messages that differentiate a firm in a crowded market. The company works closely with its clients to ensure they get the attention and recognition they deserve. SunStar's robust PR practice spans three decades. Core services include public relations and comprehensive digital and print marketing services from strategy through design and execution.

SunStar Strategic, <https://www.sunstarstrategic.com>, has offices in Washington DC, New York, Chicago, and Austin.

### **About Mairs & Power**

Mairs & Power is a small firm whose strength and success is based on an emphasis on growth over the long-term. The firm offers highly personalized investment management and related counsel to help investors with their financial needs.

Mairs & Power has served as an investment advisor to Taft-Hartley Plans, pension funds, foundations, endowments and insurance companies for decades, in addition to working with private investors and financial advisors. They also offer a family of three mutual funds.

Headquartered in St. Paul, Minnesota, Mairs & Power was founded in 1931 on the heels of the Great Depression. They are dedicated to seeking first companies of all sizes and sectors headquartered in Minnesota and the upper Midwest who have historically strong returns on invested capital, consistent above-average growth and durable competitive advantages. More at <https://www.mairsandpower.com>.

### **About Web Marketing Association**

The [Web Marketing Association](http://www.webmarketingassociation.org) (WMA) was founded in 1997 to help set a high standard for Internet marketing and web development. Staffed by volunteers, this organization is made up of marketing, advertising, public relations and web design professionals from around the world who share a passion for improving the quality of advertising, marketing and web site development on the Internet today and in the future. Awards are announced here: <http://www.webaward.org/>

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