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Dear Women of Influence/Women Business Owner Selection Committee:

The decisions entrusted to your committee are challenging ones as there are many deserving women in Iowa who are candidates for these honors. Rarely, however, is there a nominee who is a strong candidate for both. Lynn Schreder is such a person.

A Successful Business Owner

Lynn Schreder is Co-Owner and President of KHI Financial Solutions. I met Lynn during her impressive career at Wellmark when she attended my training session on presentation skills. She was an eager learner and a role model for her fellow classmates. When Lynn left the security of Corporate America to launch a career in the uncertain and risky world of business ownership – and health care, no less – it was a bold move that involved significant risks – both professionally and financially.

At a time when health care is undergoing unprecedented change, Lynn exudes a confidence, perspective and insight that puts her employees, her agents and the clients she serves at ease. It is a temperament that many leaders in the nation could learn from.

Lynn embraces a values-driven style of leadership that is evidenced throughout her organization in the day-to-day behaviors of her employees and in their commitment to the clients they serve. From a results perspective, KHI consistently achieves its own ambitious business and financial goals while strictly adhering to the values and principles that characterize Lynn Schreder. She does this in partnership with two other owners, seeking to bring out the best in each individual. Iowa is a stronger state because of the business efforts and achievements of Lynn Schreder.

A Champion for Women-owned Businesses

More than moral support, Lynn supports other women-owned businesses by doing business with them whenever she has the opportunity. Tero International is just one of the many organizations proud to serve KHIs needs in Central Iowa. It's Lynn's commitment to developing the talents, skills and confidence of others that brought our training programs to her company. Providing tools to help individuals reach their potential matters deeply to Lynn.

Serving in a variety of leadership roles in NAWBO (National Association of Women Business Owners) – Central Iowa Chapter, Lynn is a role model for current and future women business owners. The important contributions of KHI Financial Solutions under Lynn's leadership earned the business NAWBO-CI's Corporate Partner of the Year Award in 2013. In her acceptance speech, Lynn listed at least a dozen women-owned

businesses that she or her company had done business with in the past year – all due to her “women business owners supporting women business owners” philosophy.

At a time when Iowa ranks in an embarrassing 51st place in the nation according to the American Express Open Report on the Status of Women-owned Businesses in 2011 and again in 2013, we are fortunate to have Lynn Schreder, a strong female leader, in Iowa. Thankfully, her support and passion for women-owned businesses is not done quietly – she is an outspoken and professional advocate for women in business.

A Champion for Women

Lynn Schreder is always mentoring women at various junctions in their professional journeys. Never too busy when it comes to helping others, she makes time to network and provide insight and advice to women who are at key transition times in their lives. The first person I always think of when seeking to connect women with other women is Lynn. In the past six months alone, I introduced two women to Lynn. Both thanked me for facilitating the introduction and speak highly of their time with Lynn and the further connections she facilitated for them. She gives meeting with a stranger the same high priority on her schedule as meeting a close friend or client. There are never strings attached as she cheerfully gives willingly of her time and expertise.

Community Involvement

Women in demanding leadership roles often have to make difficult choices when investing their precious time and resources, especially women business owners due to the leadership demands of their businesses. It is obvious that “you can’t do it all and you have to make choices” are not phrases that Lynn Schreder seems to be familiar with.

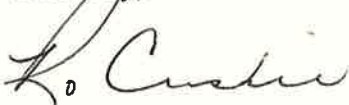
Who are the beneficiaries of Lynn’s passions in this arena? The list is long and here are just a few examples of where she dedicates her time and resources to worthwhile goals:

- The Cystic Fibrosis Foundation in honor of her nephew, Andrew, who lives with this disease.
- Efforts that support gender equity.
- The pursuit of equality for gay and lesbian couples in Iowa.

The Women of Influence Award is reserved for a rare few whose contributions make a meaningful difference in a variety of ways over a long period of time. I had the honor of being named the Women of Influence Business Owner of the Year in 2009. I know first-hand the quality of the women who make up the alumni and I offer my strongest recommendation for Lynn Schreder to be numbered among them.

Thank you for your consideration.

Sincerely,



Rowena Crosbie,
President