



June 6, 2013

Woman Business Owner of the Year Judges
c/o Jason Swanson
Business Publications Corporation
100 4th Street
Des Moines, IA 50309

Dear Judges:

I met Lynn Schreder in 2009, the year she purchased KHI Financial Solutions and we both joined the Central Iowa Chapter of the National Association of Women Business Owners (NAWBO-CI). I have observed Lynn advancing her competencies as a business owner, leader, and contributor within the chapter, as well as within the community in support of women, women in business, the insurance field, and for causes that captivate her.

When she was the featured national member last year in *Focus*, the NAWBO e-zine, Lynn shared that she came to NAWBO to learn about leading a business. Lynn knew the health care industry. She knew about sales, service delivery, and marketing from twenty years of managing accounts, brokers, a customer service center, and a marketing team within two corporations: AT&T/Lucent Technologies/Avaya and Wellmark Blue Cross and Blue Shield. But Lynn also knew that leading a team as a business owner would be a different venture.

“(NAWBO) built my confidence in being a leader ...,” she says. “Now I can own my leadership role. NAWBO has helped me with that.” And Lynn has helped NAWBO-CI. She jumped in to build and lead the Corporate Partner team, influencing and engaging local companies to develop relationships with the organization. She increased the number of partners, increased the revenue, increased member participation on her team, and established its succession plan. In 2011, while chairing the chapter’s Women Mean Business® Summit (WMB Summit) and its golf tournament, Lynn became one of three co-presidents of NAWBO-CI. She championed breaking the administrative and leadership responsibilities into small, manageable tasks for the all-volunteer association. In 2012 she was one of two co-presidents, chaired the WMB Summit and oversaw the Programs and Public Policy teams. For 2013-2014, Lynn holds her third NAWBO-CI co-presidency, and she continues to build on success, to motivate and generate passion, and to focus on the needs of women business owners and strategies for their growth in our state. When Lynn speaks, she inspires and the energy of the room becomes infectious. She’s the only member to ever hold the NAWBO-CI presidency for a third time.

Bedrock to her leadership style are passion, spirit, and authenticity. Lynn would never ask someone to do something she wasn’t willing to do herself. Even as co-president of her company she remains in the field, calling upon customers to stay attuned to their needs and the challenges her agents face. After explaining Medicare Part D to one couple at their home, Lynn asked if there was anything else she could do for them. They shared that they needed the overhead light bulb changed in their garage and the garbage taken to the curb through the snow. Customer-centric Lynn — who has a credo of always doing the right thing — joyfully complied.

Lynn has mastered collaboration and engaging others. Whether in her company or an organization, she is instrumental in creating an environment of customer focus, inclusivity, learning, alignment, fun, and willingness to serve. Lynn is unabashed at advancing the Cystic Fibrosis Foundation because her nephew has the disease. Using her vocal talents Lynn collaborated to produce a CD, “Sixty-five Roses,” and host fund-raising events at her home for the organization. Her interest in equality has led her to raise funds for One Iowa and to advocate for the election of Iowa women to



public office by hosting a NUDGE (No Use Delaying Gender Equity) Party at her home and feature presenters from 50-50 in 2020.

It's been my pleasure to serve with, for, and by Lynn. She is a deserving recipient of the Business Record's 2013 Woman Business Owner of the Year Award.

Thank you for your consideration,

A handwritten signature in black ink, which appears to read 'T. Waldmann-Williams', is placed below the 'Thank you' text.

T. Waldmann-Williams, PhD
President TWW Consulting LLC
Co-President 2011-2013
Past President of NAWBO-CI, 2013-2014