Des Moines Business Record

c/o Jason Swanson

100 4th Street

Des Moines, IA 50309

Women of Influence Selection Committee:

It is an honor and a privilege to write a reference letter recommending Carrie Norris for the Women of Influence Awards. Carrie not only makes extraordinary contributions daily in her role as President/CEO of Grand Homes & Renovations, she shares her talents, expertise, and leadership with others.

Carrie Norris not only serves as the President/CEO of Grand Homes & Renovations, she also serves as the President of the Home Builders Association of Greater Des Moines.

Today’s Residential Construction business environment calls on mentors and leaders capable of working in concert with others, able to collaborate in creative endeavors, innovate and inspire and contribute without dominating. It is extraordinary skill that Carrie brings to every project she undertakes. It is her poise and style in contributing her best to all of her undertakings that creates an environment that draws the very best from the Executive Committee, Board of Directors, staff, and members of the HBA of Greater Des Moines.

It is Carrie’s contributions that exemplify the mission and vision of the Home Builders Association. In a historically male dominated industry, Carrie has held leadership positions within several areas of the HBA, including chairing the Tour of Remodeled Homes, President of the Remodelers Council of Greater Des Moines, and was 2nd VP and 1st VP of the Board of Directors before becoming President-Elect of the HBA of Greater Des Moines in 2012. Carrie has gained local and regional admiration from her peers for her personal professional accomplishments as well as her success with Grand Homes & Renovations. During an economic downturn, Carrie grew her business from a small remodeling company to an industry leader, showcasing both remodeling and new housing projects in the Tour of Remodeled Homes and the annual Home Show Expo, in which she received several awards. Carries leadership has a lasting impact on the HBA, yet her professional and business accomplishments leave an even greater impact on her clients, the homeowners, and the neighborhoods and communities. She is not only figuratively, but literally “Building the American Dream” through her leadership with the Home Builders Association and ownership of Grand Homes & Renovations. Carrie is not only a role model for other women, but every male and female business owner or employee within the home construction industry.

Carrie Norris exemplifies the quality of an outstanding, dedicated leader, who personally possesses integrity and a thoughtful communicative style. I am an ardent admirer of her giving spirit, creative talents and gifts, as well as the poise she demonstrates, no matter how demanding or pressing the situation. This modern day Renaissance woman inspires and possesses that unique consummate style of mentorship that can weave the thread of dreams and add to the tapestry of Influential Women.

Sincerely,

Creighton Cox

Executive Officer

Home Builders Association of Greater Des Moines