

Dear Women of Influence Committee:

On behalf of the employees of Wink, Inc. (formerly Advantage Group Associates, Inc.), I would like to nominate our President and CEO Mrs. Sheryl J. Moore for the 2013, Woman Business Owner of the Year Award.

Sheryl founded our company more than eight years ago and has created an incredible work environment for our team and continuously has given back to our community. Sheryl promotes a progressive, up-beat, positive culture, and is constantly looking for ways to better not only just our team but also the entire insurance industry that we represent. From allowing massages at the office, lunch outings, to afternoons at the ballpark, Sheryl ensures that her team enjoys their work environment.

As a firm that is looked to by insurance folks around the globe, Sheryl is the face of the insurance industry, particularly the indexed life and annuity markets. Her passion for life insurance and annuities is illustrated through her competitive intelligence tools that she developed, countless trade journal articles that she has written, and her unbelievably passionate speaking. Des Moines is the second largest insurance capital in the U.S., and THE insurance capital of indexed insurance products; Sheryl is right where she belongs! She proudly, relentlessly, advocates and educates in this industry. Most of the work she does is pro bono so that the public can gain the awareness they deserve about the safe money places available to them today.

Sheryl started this company with a dream to educate people about an insurance product that could have saved her thousands of dollars when the market collapsed in 2000. It has since grown into the most looked to third-party market research firm in the life insurance and annuity industries. She is a woman of character and integrity, key values in the competitive intelligence world! Her relationships have allowed her to speak with regulators across the globe- educating them on fixed and indexed life insurance and annuity products. She is a renowned keynote speaker in this industry and is widely looked at as the 'foremost authority' in the indexed annuity and life insurance business.



5148
E. UNIVERSITY
AVENUE
PLEASANT HILL
IA 50327
P(855)
275.9465
LOOKTOWINK.COM

Myself and my staff are proud to be represented by such a positive and influential leader. Her commitment to integrity and education is unmatched and we feel she deserves the 2013, Woman Business Owner of the Year Award.

Sincerely,

Victoria Peterson

VP of Operations

Wink, Inc.



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