

June 13, 2013

Des Moines Business Record
2013 Women of Influence Committee

Dear Committee Members:

I am writing this letter on behalf of Sheryl Moore. She deserves to be recognized as a 2013 Woman of Influence. I have known Sheryl for nearly ten years and have watched her career grow from working within an insurance company home office to a successful entrepreneur.

Sheryl is widely known as an expert on life insurance and annuity issues. She works to assist carriers with competitive intelligence and is committed to making the life insurance and annuity marketplace better. Her drive and determination, combined with her in-depth knowledge, is her recipe for success.

Sheryl is deserving of this recognition, as her influence is quite wide. In fact, she is frequently a featured speaker at events throughout the nation. Her commitment to working with insurance producers on the issues that impact their business greatly contributes to the insurance marketplace. She has been a positive influence on the insurance industry and is deserving of this recognition.

Finally, she has grown into the role of successful entrepreneur and public speaker while raising a family. Her commitment to her family is inspiring. Juggling her family obligations with her business obligations is only further evidence that she is truly deserving of this recognition.

Thank you for considering this letter on behalf of Sheryl.

Sincerely,

Nick Gerhart

Insurance Commissioner of the State of Iowa