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Women of Influence Committee

To Whom It May Concern:

I highly recommend Sheryl Moore for the 2013 Women of Influence & Woman Business Owner of the Year Award. I first came to know Sheryl in 2002 when I was Vice President of Market Research at the AmerUs Group (now Aviva). Sheryl has always exhibited a great passion for our insurance industry. In 2005 Sheryl started her own company Moore Market Intelligence. Starting that company was just the beginning for Sheryl. During the last eight years she has grown tremendously and has expanded her start-up company, the number of her employees and the services they provide.

She is a nationally recognized speaker and expert on index life insurance and index annuity products. This is particularly important in Iowa a state which dominates this market place. Many insurance company home offices in our state have benefited from Sheryl's leadership and her voice in promoting the products provided to the end consumer. These products provide financial security for millions of Americans.

To put it simply Sheryl's enthusiasm, expertise and leadership is helping our industry and most importantly helping the state of Iowa remain the #1 index product provider and index product employer in the nation.

Sincerely,

Randy Timm, CLU, ChFC, FLMI
Senior Vice President- Product