



Tero International, Inc.  
1840 NW 118th Street, Suite 107  
Des Moines, Iowa 50325  
(515) 221-2318  
www.tero.com

June 13, 2013

Dear Woman Business Owner of the Year Selection Committee:

It is when we are our most vulnerable – when a loved one suffers an injury, becomes disabled or is elderly and requires very intimate and personal care – that we begin to investigate businesses providing quality home care. We approach this with trepidation – knowing that the day-to-day care of someone close to us will be entrusted to the care of a stranger.

It is only then that we might discover the professional services of one of Iowa's best kept secrets – Iowa Home Care. Under the capable and competent leadership of its owner and CEO, Kim Weber, Iowa Home Care provides expert in-home medical care in a loving and compassionate way.

Committed to an ethic of integrity and a belief that compassion is an essential business ingredient, the human needs of those served by Iowa Home Care are as important to Kim as are their physical health needs.

Kim has an impressive list of credentials. I don't even know what all those letters mean that follow her name and she is humble about them. I do know that they are evidence of her medical training and vast experience. What many people may not realize is that the care provided by her staff is not limited to the general assistance usually associated with in-home care service. Her vision, passion and background has led her to build an organization that provides a much higher level of medical service than typical home care service providers. This broad range of capabilities enables Iowans to choose to stay in their homes and delay, or even avoid, a move to a nursing home, hospital or other institution. The reach of Iowa Home Care is across the state and is growing. Kim's talented team provides a wide diversity of services in a personalized manner to Iowans in need every day.

At a time when we talk about the critical importance of jobs, it is noteworthy that hundreds of Iowans have rewarding and challenging jobs because they work at Iowa Home Care. The company contributes significantly to the tax base in the state through

the many facilities and numerous businesses it operates. Its impressive fleet of vehicles can be spotted at locations around the state every day.

Training and development are a hallmark of Kim's leadership and her most recent addition to the Iowa Home Care family of businesses is a large training center in West Des Moines – all with the goal of providing her staff with the highest level of training available so they are equipped to serve others in alignment with the values that characterize Kim's leadership.

An investment in the development of her leadership team is one of the reasons I know a little about the inner workings of her business. Tero International was flattered with an invitation to help build the capacity of her leadership team at a time of tremendous growth in the business and tremendous challenge in the heavily-regulated and constantly changing field of health care.

Kim is also active in professional organizations and in the community. One example is her leadership in EO (Entrepreneur's Organization) where she serves as a Board Member and mentor and coach for other business leaders.

There are many qualities that the committee will consider when choosing the Woman Business Owner of the Year in 2013. If size, reputation, and impact of the business, the values and integrity of the owner and commitment to the State of Iowa are among them, the committee can be confident that Kim excels in all these areas.

If the committee is not familiar with Iowa Home Care, I encourage you to become familiar. Visit the Iowa Home Care website at [www.iowahomecare.com](http://www.iowahomecare.com) or make a personal visit to one of their numerous offices. At some time in your own lifetimes, you'll be proud that this compassionate organization providing essential home health care services to the most vulnerable calls Iowa home and you may even have the opportunity to experience their quality firsthand.

Kim Weber is a successful entrepreneur, a visionary leader, a strong business woman, a mother, grandmother and active community member. I am so proud to number her among my closest friends.

In some ways it is surprising that Kim Weber hasn't already been honored as Woman Business Owner of the Year in Iowa. As her business enters another phase of great growth and service to Iowans, 2013 seems like a most appropriate time for this honor.

Sincerely,

A handwritten signature in dark ink, appearing to read "R. Crosbie". The signature is fluid and cursive, with a large initial "R" and a stylized "Crosbie".

Rowena Crosbie  
President