OFFICE OF THE GOVERNOR

June 13, 2013

Des Moines Business Record
100 4th Street
Des Moines, IA 50309

Dear Women of Influence Selection Committee:

It is with great enthusiasm that I recommend Wellmark Executive Vice President Laura Jackson to receive the Business Record's Women of Influence Award. I have had the pleasure of working closely with Laura on the Healthiest State Initiative, where she serves as a board member. Her leadership and passion around improving the well-being of all Iowans have led to statewide engagement in the Blue Zones Project™, a cornerstone of the Healthiest State Initiative.

The Blue Zones Project™ is inspiring Iowans to change their built environments to make the healthy choice, the easy choice, and is a model for the nation. This project gives communities across Iowa the tools to make changes in their built environments to the make the healthy choice, the easy choice. Laura is committed to Iowa's success in becoming number one in the Gallup-Healthways Well-Being Index by 2016, and I appreciate her hard work and leadership on this journey to achieve better health outcomes and well-being for all Iowans.

Laura is a dynamic communicator who engages audiences and policymakers to think differently about their roles in improving their own health, and the health of their families, their communities and the people of the great State of Iowa. She has also invested her time and talent serving on very important boards in the Des Moines area. In addition to the board of the Healthiest State Initiative, she serves on the boards of the Iowa Healthcare Collaborative, the YMCA of Greater Des Moines, is 2013 chair of the Wellness Council of Iowa and co-chair of the Capital Crossroads Wellness Capital.

I sincerely thank you for receiving this letter in support of Laura Jackson's nomination for the prestigious Des Moines Business Record Woman of Influence Award.

Sincerely,

Terry E. Branstad
Governor of the State of Iowa