

June 13, 2013



Dear Women of Influence Award Committee,

I am writing to nominate Angela Maiers, Founder and President of Maiers Educational Services, as well as Founder of the nonprofit organization, Choose2Matter, as a 2013 Business Record Woman of Influence.

Angela has achieved success in her chosen field, has had a lasting impact in the community (and beyond), is involved in nonprofit work, is a role model through her achievements, and has high ethical standards... all required criteria to become a Woman of Influence honoree.

Angela started her adulthood with the dream of becoming a pediatrician and was attending the University of Iowa's Carver College of Medicine. She loved "working with kids" and was so remarkable at doing so that a team of doctors intervened with her one day and told her she was not meant to be a doctor, but that she was meant to change the world and become a teacher. Much to her family's dismay, Angela quit medical school and followed the path she was meant to take and has indeed, changed the world. In fact, she's only just begun.

For 10 years Angela taught at an inner-city elementary school in Des Moines where she conducted her own longitudinal study of her students around the issue of literacy. She was eventually recognized for her work and as a result was asked to speak about the outcomes of the study around the country. This ultimately led Angela to start her own company, Maiers Educational Services, located in Clive, Iowa. Her company provides just-in-time consultation services to schools, organizations, and individuals seeking to use technology and social media to leverage human capital and production goals.

Angela is also an accomplished author. Her newest book, *Classroom Habitudes*, and her signature book, *The Passion-Driven Classroom*, are used in classrooms every day around the country. She is a sought-after keynote speaker and has become a vibrant, creative voice in both the business and educational space.

In 2011, Angela conducted a Des Moines TEDx talk (that has received almost 90,000 views on YouTube) which launched her most ambitious project to date: Choose2Matter. It was built on the simple but powerful premise of two words: You Matter.

In partnership with Dot Day, the You Matter movement brought 800,000 students across six continents together to declare their genius and make their mark on the world.

- [International Dot Day](#) – Celebrating the Creativity and Genius of Our Students
- [What Happens When a Half a Million Kids Choose To Matter](#)- Huffington Post

What has been inspired by students, has led to the official launch and creation of **CHOOSE2MATTER** – a crowd sourced, social good community where world changers can create their own "Dream Team" to pursue solutions to global problems. Choose2Matter was created in response to this breathtaking reaction. It invites the world to make "mattering" a new way of life.

Angela Maiers is highly worthy of consideration of the 2013 Woman of Influence Award. Her commitment to help people know they matter, personifies the award criteria as a positive role model through her achievements, success in her chosen field, high ethical standards, and nonprofit work - most definitely will have lasting impact on the community,

Sincerely,

A handwritten signature in black ink, appearing to read "Shannon Cofield".

Shannon Cofield

Senior Counsel to the President for Strategic Partnerships