June 11, 2013

*Business Record*

Attn: Women Business Owner Committee

The Depot at Fourth Street

Des Moines, IA 50309

Dear 2013 Woman Business Owner of the Year Selection Committee:

I would like to support the nomination of Rebecca Herold for the 2013 Woman Business Owner of the Year. Throughout her career, Rebecca has achieved profound success on a national stage; especially over the past 10 years, as founder and owner of her businesses, The Privacy Professor and Compliance Helper.

In addition to numerous earned accolades in the computer trade media, Rebecca has spearheaded business efforts in Iowa from ratifications at the state governor level to hiring other Des Moines-area women business owners – including myself for half a decade – to propel altruistic and economy-spurring pursuits.

Personally, Rebecca is a caring and responsible individual who never takes a shortcut if it might mean putting her immense and crucial focus of information privacy and security at risk. Rebecca is honest and fair, offering opportunities for youth to share observations, experiences and suggestions on pervasive issues such as social media pitfalls and privacy in schools. To that end, her efforts will resonate in our community for years to come. Rebecca also mentors a wide range of students, men and women entering into – and succeeding in – information security careers.

Rebecca’s accomplishments include:

* Launching and running two booming businesses – Compliance Helper and The Privacy Professor
* Providing free monthly e-news tips to raise information security and privacy awareness
* Being Adjunct Professor for Norwich Master of Science in Information Security and Assurance
* Sitting on the 2013 ISACA International Privacy Task Force to represent U.S. perspectives
* Being named one of 2012’s most influential people/groups in online privacy by Techopedia.com
* Being named 2012 Privacy by Design Ambassador by Ontario’s Data Privacy Commissioner
* Serving on multiple advisory boards for security, privacy and high-tech technology organizations
* Publishing 14 books, with another in process
* Holding all chapter officer positions of the Des Moines chapter of the Information Security and Audit Controls Association since becoming a member in 1990
* Leading, without compensation, the National Institute of Standards and Technology Smart Grid Interoperability Panel Smart Grid Cybersecurity Committee Privacy Group since 2009
* Being named one of the “Best Privacy Advisers in the World” multiple times in recent years by *Computerworld* magazine, most recently ranking #3 in the world.

In summary, Rebecca Herold is an excellent candidate for this award not only because of her leadership in a field which touches us all every day, but because of the way she leads – with style, grace and credibility.

With appreciation,



Wendy Gray, Director – Corporate Communications

The Waldinger Corporation

2601 Bell Avenue

Des Moines, IA 50321