



MAY 28 2014

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Dear Friends,

I am writing in enthusiastic support of the nomination of Tamara Kenworthy as a 2014 Woman of Influence.

Tamara impressed me the very first time I met her. Although both Tamara and her husband Marty are Iowa natives, they had launched successful careers away from Iowa. When I met Tamara, she and Marty had just made a very thoughtful, intentional decision to return to Des Moines. This was in 1997, before Des Moines' "renaissance" was underway. Still, Tamara spoke so enthusiastically about the potential she saw in Des Moines and the possibility of making a significant contribution here.

Since then, Tamara has become a respected and successful member of the business community and as a volunteer, has made significant contributions to our cultural life. She is a graduate of both the Greater Des Moines Leadership Institute and Leadership Iowa.

Professional experiences

Tamara's impressive professional life is detailed in her resume where you will see that she has held leadership positions in respected companies where (among other things) she has led market research, market planning, strategic planning, branding and brand launches. She also served as President of the Iowa chapter of her professional organization, the American Marketing Association. In that role, she founded the Iowa NOVA awards program. Annually since 2006, the awards program has recognized the best in marketing excellence Iowa has to offer.

In 2007, Tamara took an exciting step to fulfill a personal goal: She became an entrepreneur and launched her own business, *On Point Strategies!* Through her business, she has been able to help numerous for-profit and non-profit organizations build their capacity by better utilizing planning, research and marketing.

Words of a peer

Speaking of both Tamara's professional and volunteer activity, Lori Day, President of FocusFirst, Inc., says, "Tamara Kenworthy is a focused leader with uncommon strategic planning and implementation expertise. Her leadership helps organizations achieve more with a clear vision, aligned activities, and engagement of all stakeholders. It is a joy to work with her."

Volunteer participation

Although the range of Tamara's volunteer interests is broad, she is especially an advocate for the importance of the arts in the community. *The Metro Arts Alliance* utilized her professional talents when she served as their marketing chair, strategic planning chair and then as President of the Board of Directors. At the *Des Moines Playhouse* she served on many committees, as fundraising chair and as a longtime member of the Board of Directors.

I have observed Tamara's *dedication to young people* in both formal and informal ways.

- She encourages recent college graduates to participate, gives them a forum and introduces them to people who may help them in their careers and assimilation to the community.
- Through the *Technology Association of Iowa*, she works with high school and college students to help them see the relevance of technology-related education and career possibilities (STEM) through the "Hyperstream" project. Tamara was instrumental in operationalizing the project and has been directly involved in its expansion across the entire state into dozens of schools. She has also been involved in recruiting mentors for the program.
- In the *Rotary Club of Des Moines AM*, she has launched several initiatives related to young people: Inviting more young professionals to membership, creating a "K12/Millennial" Committee which led to the formation of an exemplary Rotoract Club at Drake and more recently, an Interact Club at Roosevelt High School. Both of these groups foster community service and build their young members' commitment to philanthropy.

Additionally, Tamara has served as a volunteer on the national marketing committee of *Prevent Blindness America*.

My closest working relationship with Tamara has been on the Board of Directors of the *Rotary Club of Des Moines AM*, where she is just completing a term as president. Besides performing traditional presidential tasks in an exemplary way, Tamara's leadership has been marked by increased membership and participation, an increase in both local and international service projects,

implementation of good governance practices (such as revision of out-of-date documents and committee accountability) and taking the lead in encouraging cooperation among all the Rotary Clubs in the Greater Des Moines Area. One highlight of this cooperation will be bringing Naomi Tutu, granddaughter of Desmond Tutu, to Des Moines with a message titled "Our Shared Humanity."

A personal view

Everything discussed above references the factual side of Tamara. My personal observation is that the way Tamara does things is a tremendously important part of her success and the success of those with whom she works. For example, her style of leadership empowers others to do their job well. In her leadership roles, she is very open to the ideas of others, yet she helps a group evaluate ideas and keep moving ahead. She is a leader who is willing to spend whatever time it takes to do things well and to help find solutions.

The businesses and non-profits with whom Tamara works are so fortunate because her involvement helps them do their work at a higher level. Our community is fortunate because of the broad reach of Tamara's supportive, enabling work. Through both her professional and volunteer work, she is truly a woman of influence already. Tamara is very deserving of becoming a "formal" Des Moines Woman of Influence!

Sincerely,


Margaret Borgen