



American Red Cross

American Red Cross serving Iowa
Central Iowa Area
2116 Grand Ave.
Des Moines, IA 50312

May 6, 2014

Des Moines Business Record
c/o 2014 Women of Influence Selection Committee
100 4th Street
Des Moines, Iowa 50309

Members of the 2014 Women of Influence Selection Committee:

It is with great pleasure that I recommend Monica Friedman as a 2014 Woman of Influence. For six years Monica has served on the Red Cross board assuming progressively responsible leadership positions.

She began her service on the Nominations Committee and worked closely with the committee to ensure we recruited a diverse and representational board. She used her knowledge and experience of nonprofit board governance to build and maintain positive and effective relationships with our leaders. Her ability to influence our board quickly earned her a position on the Executive Committee. In June 2012 she was elected Chairman of the Board – she will complete an unprecedented three-year term as Board Chairman in June 2015.

Monica is passionate about the mission of the American Red Cross. She is leading our efforts to broaden our preparedness message through smoke alarm installations in vulnerable communities and to reengineer how we provide first aid at the Iowa State Fair. She leads our annual Board Campaign and makes a personal contribution at a leadership level. She also champions an annual contribution from Nationwide Foundation and she serves as the link to Nationwide leadership whenever disaster strikes.

Her ability to express a clear and compelling vision of the mission inspires others. She has built trust through demonstrating principled leadership, sound business ethics, and personal integrity. She also acts as a catalyst for change. She motivates board leadership to embrace new initiatives always with the needs of clients as the focus.

I hope you join me in recognizing Monica's efforts and her outstanding contributions. I feel so fortunate to work closely with her and it is my honor to nominate her for this prestigious award. She is truly a Women of Influence.

Sincerely,

Leslie Schaffer
Regional Executive Director