

June 5, 2014

To whom it may concern:

I'm pleased to nominate Monica Friedman for the 2014 Women of Influence awards. When our Vice President of Human Resources position opened up in Des Moines five years ago, Monica was the obvious choice. She is not only knowledgeable about HR topics but also about our business. She is intelligent and is able to quickly get to the heart of whatever matter is presented to her. At the same time, she has a lot of common sense and is very approachable.

Monica is respected by my entire leadership team, as well as her peers and partners across the country because she personifies our Nationwide values, including:

- We value people – Our greatest assets are our people and the diversity of skill, talent and experience they offer. Monica is passionate about employee development, diversity and inclusion. She was a pioneer of several efforts for Nationwide's Des Moines campus, including establishing associate diversity groups and a diversity council.
- We are customer-focused – We exist to serve our customers, and we strive to provide the best personalized experience to each one. When contemplating a decision, Monica is able to look at things from all points of view and consistently make an ethical decision, even if the outcome may not be viewed positively by all who are impacted by it.
- We have fun – While our mission is to protect what matters most to people, we have fun when we can. Monica always keeps situations in perspective and has a knack for knowing when an appropriate joke or light-hearted comment is needed.

Monica is definitely a woman of influence at Nationwide, and I know her influence extends into the community. As chair of the Red Cross Central Iowa Chapter Board, Monica helps connect Nationwide's response whenever disaster strikes, and every year she helps the Red Cross raise funds to continue to further its mission. I know Monica also volunteers for other organizations and is a role model in every aspect of her life. I hope you agree that Monica deserves to be selected as one of your 2014 Women of Influence.

Sincerely,



W. Kim Austen  
President and COO, Allied Group

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Scottsdale Insurance Company  
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Titan Insurance