June 6, 2014

Nominating Committee of Women of Influence

The Business Record

C/O Jason Swanson

100 4th Street

Des Moines, IA 50309

To whom it may concern:

I am nominating Sherry Shafer, Regional Director of the Mid Iowa Small Business Development Center for your 2014 Women of Influence award. She is retiring after serving 25 years helping small business owners in the Central Iowa area start, grow, sell and end their businesses while treating them all as her family and businesses. I have had the pleasure of working beside her since 2001 as an accounting consultant to the Mid Iowa SBDC and can attest to the influence she has wielded since I have known her.

Per the statistics of the Iowa SBDC main office, over the last five years they have kept electronic records, she has helped 1,255 small businesses with various forms of information. Some of this information has resulted in over $15,000,000 in capital infusions for some of the businesses and others have had sales increases of over $26,000,000 with her help. Her center has also helped create 712 new jobs and retain 541 jobs in the central Iowa area. As you can see from her resume, she has been a former business owner, president, and sales manager for several businesses before she was hired with the SBDC. Sherry helped start the local National Association of Women Business Owners group that is still thriving today.

Therefore, I feel Sherry Shafer meets all your criteria. She has had success and a lasting impact in her field and the community through the SBDC work, the clients she leaves, and the NAWBO group she helped form. She has been involved in this non-profit governmental entity for the last 25 years, and she is a role model for me and other business owners for her tenacity and problem solving abilities. As you can see from her letters of recommendation that were gathered in less than a week, her clients feel strongly about her and her service and highly recommend her. Sherry has also counseled 3 of the SBDC’s Deb Dalziel Women Entrepreneur Achievement Award winners, more than any other regional center.

I have attached her resume, this cover letter and five letters of recommendation. Please contact me if you have any questions.

Sincerely,

Dawn Lull

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