May 29, 2014

Dear Nominating Committee:

I would like to recommend Norene Mostkoff to be considered for the Business Record Women of Influence Awards. I have known and worked alongside Norene during my two terms on the HCI Foundation board, including my role as Chair of the Foundation board and service on the HCI executive committee. Her history of service in the hospice field, as well as our community, is extraordinary. Norene has been involved with hospice management and development since 2005. She is currently the President and CEO of HCI Care Services, the HCI Foundation, Visiting Nurse Services of Iowa and HCI-VNS Care Services. She is instrumental in advancing end-of-life care and public health and maternal child health care.

While her professional accomplishments are many, Norene’s involvement with civic and nonprofit organizations is extensive. She is involved with the Des Moines community through membership in Rotary of Des Moines and United Way of Central Iowa Campaign Cabinet; her leadership with United Way was of benefit to the Campaign, but also on a more personal level, she positively influenced the HCI and VNS employees to increase their Campaign giving. A lifelong learner, Norene is a member of Vistage, the National Association of Corporate Directors, and the Academy of Health Care Executives. Norene also has an impact on the state of Iowa through her appointments to the Iowa Board of Mortuary Science and the Regional (Iowa Region 11) Workforce Investment Board.

Throughout her career and in her professional and personal affiliations, Norene has demonstrated a commitment to upholding the highest ethical standards. Her actions speak volumes about her integrity. As a leader, Norene’s high standards and ethics have influenced HCI and VNS employees. In April 2012, HCI Care Services was honored with the Better Business Bureau’s Integrity Award. In September 2012, HCI Care Services was named by the Des Moines Register as one of the best places to work in Iowa. Her work with the HCI and VNS boards, and the Foundation board, is also of the highest ethical standards as regards corporate governance and director communications and she exhibited those standards while new holding companies were formed, financial reporting enhanced and governance strategies developed.

In all her endeavors, Norene is enthusiastic, open to others’ ideas, and appreciative of others’ work. I hope you will consider this very deserving woman for the Women of Influence Awards. If you have any questions, please feel free to contact me.

Sincerely,

Patricia Barry

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