

June 5, 2014

The Business Record  
100 4<sup>th</sup> Street  
Des Moines, IA 50309

To Whom It May Concern:

I write in support of Norene Mostkoff's nomination for the 2014 Women of Influence award. It has been my honor to work with Norene through her leadership on Visiting Nurse Associations of America (VNAA) Board of Directors.

As a rural provider of home health and hospice services in Iowa and an experienced policy advocate, Norene has delivered a fresh perspective and new energy to our Board. She is a savvy policy strategist with strong connections in Iowa and Washington, DC. Policymakers have high regard for Norene's thoughtful and experienced approach to issues impacting health care providers and patients.

Under Norene's leadership, HCI Care Services and Visiting Nurse Services of Iowa (VNS of Iowa) joined forces as two non-profit organizations providing community-based care to more than 60,000 Iowans annually, including the communities' most vulnerable populations. The partnership puts more resources into services at a time when available funding is rapidly shrinking. Norene has developed an outstanding reputation, built meaningful relationships, exhibited stewardship and transparency, and laid the groundwork to form community collaborations. She maintains a long-term commitment to excellence in health care and support services enabling Iowans' to live their best lives.

Norene's expertise as a leader, national speaker and strategist is highly sought after. She finds time to inspire people in their careers and lives – whether it's through her mentorship of the next generation of leaders or celebrating an employee who attained citizenship. Norene is particularly supportive of women in business. She sets an example, as evidenced through her membership and leadership with Women Business Leaders in U.S. Healthcare (WBL), Vistage, and Rotary Club of Des Moines.

It is an honor to collaborate with Norene Mostkoff. She is a remarkable leader and woman.

Sincerely,



Tracey Moorhead  
President and CEO