

June 5, 2015

To Whom It May Concern,

I am pleased to write this letter of recommendation for Tana Goertz as a worthy nominee for the 2015 Business Record's Women of Influence Awards. I first crossed paths with Ms. Goertz in 2014. Prior to our encounter, I only knew Tana through a television screen as a passionate and energetic mother from Iowa competing on Donald Trump's "The Apprentice." I quickly have discovered that Tana's success is not one of luck or national television exposure, but that of her strong foundation rooted in compassion, respect and love for people.

A women who influences with compassion, respect and love is a powerful force to be reckoned with. Tana's passion and perseverance to make a difference in the Des Moines metro community is a spectacular example of her positive influence on others. Tana's local "My People App-rentice: Des Moines" program raised \$60,000 for local charities in 2014. Not only did her leadership positively affect many nonprofit organizations financially, but Tana's vested interest in helping contestants grow personally and professionally is noteworthy.

When I first met Tana she shared that she enjoys volunteering throughout all facets of an organization and not just in a boardroom chair. As she has begun to get involved with our mission, she has been giving of her time, energy, and talents. Tana attended our annual fundraising event as an All-Star guest and donated a read-and-learn experience for a local classroom for our silent auction. She also volunteered to promote one of our top live auction items that evening, a ring from Joseph's Jewelers. Her personal engagement with guests that night lead to the ring being successfully auctioned off at full retail value, a success we credit to her positive energy and great interpersonal skills.

As a young professional in the community, my admiration for Tana exceeds far past her time in the national television spotlight. My admiration is for her strong foundation of compassion, respect and love for others. Without a strong foundation, a building will crumble over time. Tana will stand tall for many years to come, for her success is built on the belief that people will always be your best assets.

Sincerely,



Hilary Dunn Ortman  
Assistant Director, Events