



June 5, 2015

To Whom It May Concern:

This letter is to nominate Lane Till for the Women of Influence. I have known Lane Till and professionally and civically worked with Lane for the past six years. Lane is currently the Marketing and Communications Director at Capture Marketing having risen to this position after working here for four years.

Her positive work ethic, great soundness for strategy, and her passion for her clients has made her one of the most valuable people in this office. What is astonishing is her commitment to the members of the clients she serves. Lane goes above and beyond to interact with one of our clients that deals with people with developmental and physical disabilities. She has been on the front lines building coalitions, doing interviews, building communities, and working to empower individuals with disabilities to make their voice known and vote. She also worked with Iowa Coalition for Integrated Employment (ICIE) where she has helped them develop messaging, a brand identity, and have helped them create a communications plan to empower and help those with disabilities to find work.

Her last project has been to help with the messaging, branding, and marketing of the Adult Education Literacy Program which is a statewide initiative to get individuals who did not complete a high school diploma have a chance to get into a program or a skilled workforce program. Her ideas and message development are changing the face of how we look at continuing education in the State of Iowa.

Lane has also been active in the community serving on the board of Iowa Coalition of Domestic Violence (ICDV) and also serving as the Chair in 2012-and 2013. She was responsible for leading the organization's mission and helping setup the Wine Women & Shoes event benefiting women of domestic violence.

Other organizations that Lane has also been involved in is Association of Business and Industry serving on the Employment and Workforce Task Force and the Des Moines East and South Des Moines Chamber actively serving on the Ambassador Committee.

Overall, Lane is an up and coming leader in Des Moines who has put family, passion for helping others, and a strong moral compass at the top of her priority. I certainly recommend Lane for the women of influence and believe she would live up to the high standards that this prestigious nomination requires.

Sincerely,



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