

IOWA DD Council

Preparation, Participation, Power

June 5, 2015

To whom it may Concern:

I am writing in support of Lane Till's nomination for the Business Record's Women of Influence.

I met Lane three years ago when her agency, Capture Marketing, was awarded the contract for management of the DD Council's, Iowans with Disabilities in Action (ID Action) project. ID Action is a nonpartisan initiative launched in 2002 to address the underrepresentation of Iowans with disabilities by increasing their active participation in political and civic opportunities that promote positive change. Capture Marketing came on board at a point in time when ID Action was growing stale and complacent, and the creativity and enthusiasm that Lane's direction brought to the ID Action team breathed new life into a project which continues today to grow beyond our initial expectations.

Lane's service to and interaction with, a statewide community of Iowans who are affected by disability demonstrates a sensitivity, sincerity and sensibility that has been present from the beginning and which results in consistently high satisfaction from project participants and others with whom she comes into contact. Lane's persistence, her boundless energy and her enthusiasm for the project have fueled the growth of the ID Action project and, most importantly, the growth of Iowans with disabilities as active and capable advocates for the change that they want to see in their lives.

Thank you.

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