



Transamerica Life Insurance Company

---

an **AEGON** company

June 1, 2015

Dear Women of Influence Committee:

I would like to take some time and nominate Lane Till as a candidate for the Women of Influence. I have had the pleasure of working with Lane for the last three years and also as a client. Lane possesses an uncanny talent for branding and message development and has helped me grow in my profession as a mentor.

One of the first signs of leadership is the ability to do the difficult things that no one else wants to do. When we were trying to get a legislative priority advocacy letter out for one of our non-profit clients, Lane was the first to volunteer to stay all night to get it out. She led her team in getting the project done and completed on time.

I have moved on to another company, but when my department asked for help on internal communication strategies as one of our initiatives I immediately called Lane for her help and guidance on the project. She is someone making a footprint on the Des Moines landscape with her state based initiatives that she has been chosen to oversee.

What impresses me also is the passion and dedication to those in the disability community and also serving on the Iowa Coalition for Domestic Violence and eventually serving as a Chair. She committed numerous hours to that organization to help lead it in strategy of the mission as well as fundraising.

I hope you take careful consideration of Lane Till as a nominee for Women of Influence and recommend she be chosen.

Sincerely,

Kyle L. Frette  
Communications Specialist  
Enterprise Business Services  
4333 Edgewood Rd NE  
Cedar Rapids, IA 52499