



To Whom It May Concern:

When I think of a person of influence, it isn't about power, prestige or money – it's about perspective. How does another's perspective impact my opinions, thoughts and decisions? Eileen is a strong-willed, passionate, effective communicator. Through knowing and working with her, I have gained a unique perspective and my organization and I are better off thanks to the counsel we have received from Eileen and her team.

When I use the word passionate to describe Eileen, it is a deliberate description. Eileen recommends communication strategies that are bold, forward thinking and effective. Those qualities are important to me in my own business operations, so finding a communication partner like Eileen has proven very beneficial and productive.

As the Chief Executive Officer at Summit Group I have worked with Eileen to develop communication strategies in various situations. In some cases the strategies have helped us to build our business in new areas and have advanced our business goals with important audiences and the media. In other cases, she and her team have worked to help us manage issue communication and ensure that we shared important information to those who needed to hear it.

As president of the Iowa Board of Regents, I have the privilege of visiting the campuses of Iowa State, Iowa and Northern Iowa and meeting with students. I always encourage them to seek an opinion or position that is different from your own – because that is what makes you grow as a person and succeed in life.

I have been impressed by the time and attention Eileen is able to give to each of those who ask her for it – whether meeting with community leaders, offering support to friends and colleagues or providing an ear to bounce around ideas and thoughts. Eileen never fails to introduce those who I recommend she talks to, my leadership team or me to new perspectives, new directions and new ideas. That is a woman of influence.

As you can see, I think very highly of Eileen and it is my opinion that she would be a great candidate for this year's Women of Influence Award. Thank you for your time and consideration of Eileen and best of luck in what I am sure will be a difficult selection process.

Thank you,

Bruce Rastetter  
Chief Executive Officer  
Summit Group



200 First Street SE, Suite 2100 | Cedar Rapids, Iowa 52401

June 5, 2015

Women of Influence Selection Committee  
Des Moines Business Record  
The Depot at 4th  
100 4th Street  
Des Moines, Iowa 50309

Dear Women of Influence Selection Committee Members:

It is my privilege to enthusiastically endorse Eileen Wixted for consideration as a 2015 *Business Record* Women of Influence honoree. I have had the privilege of working with Eileen for twenty years. Wixted and Company has been successful throughout its 25-year history – due to the drive, direction and experience of its leader, Eileen Wixted. She is well regarded by peers and clients for her strategic counsel and insights whether serving local or global issues, coaching leaders, serving on emergency preparedness plans and supporting crisis response.

Regardless of her hectic travel schedule, Eileen finds the time to support the community - from serving as a volunteer and Committee Member for ChildServe, the Endorsement Council of the IWLC Central Iowa Women's Leadership Conference, Volunteer Consultant for Dowling High School, to Keynote speaking at area nonprofit and trade groups, to serving as a Volunteer Coach for area high school mock trial, debate and speech teams.

In the years that I have known Eileen, she has been a wonderful role and mentor for women starting their own businesses, those who hope to advance within their organizations and an articulate coach for those starting their careers, as well as those who are advancing toward the C Suite. She gives her time and talents without expecting reciprocation from others.

On top of that, Eileen and her husband have raised four children while also growing a business. She is a committed wife, mother and friend. I have the utmost respect for Eileen, her accomplishments and what she has given back to the greater Des Moines Community and the State of Iowa.

Warmest Regards,

A handwritten signature in blue ink that reads "Diane H Ramsey". The signature is fluid and cursive, with the first name "Diane" and last name "Ramsey" clearly legible.

Diane H. Ramsey  
IWLC, CEO



June 5, 2015

To Whom It May Concern:

I have known and worked with Eileen Wixted from early on in my career. Over the years, she has become a trusted advisor and a friend. She is a successful business owner, strong leader and quick to lend a hand to others. For these reasons, I cannot think of anyone more qualified for the Women of Influence designation than Eileen.

As Chief Marketing Officer for Hy-Vee, I oversee all of the communications and marketing functions. My background is in marketing, and I have come to rely on Eileen and her team as a resource for communications strategy and counsel. Eileen has been a valuable asset to me and the organization in several communication situations, from issues management to media relations and communication training.

When I first met Eileen she was a news reporter and anchor for WHO-TV. During those days I was impressed with her ability to manage herself and produce content in a frenetic environment. She maintains that ability to this day – remaining the voice of reason to prepare a communication strategy, approach and deliverables no matter the situation she faces.

Eileen is also an active member of her community with past volunteer service at ChildServe, involvement in her church and tireless support of Dowling Catholic High School. She has also served as a mentor for others, from consulting young leaders on their next chapter to preparing students at St. Francis of Assisi Catholic School to compete in mock trial.

Overall, Eileen excels in all of the categories which the Women of Influence award stands for – success, support of and involvement in the community and acting as a role model for others. There is no one that I would more highly recommend for this honor than my friend Eileen.

Thank you,

Donna Tweeten  
Chief Marketing Officer  
Hy-Vee, Inc.

June 5, 2015

To Whom It May Concern:

I am writing to support the nomination of Eileen Wixted for a 2015 Women of Influence award. It is my great honor and privilege to do so.

As President and CEO for Des Moines Performing Arts, I count on Eileen as a key advisor and am proud to name her as an important influence on our organization. She is a wise and caring mentor, a bearer of integrity and highly respected in her field.

Eileen is clearly a successful business owner and consultant, but I believe she should be viewed first as an inspirational leader to many. For several decades, she has advised the top executives and leading companies in the state and around the world, confidently lending her expertise and counsel during challenging moments in time. She is always willing to meet with emerging leaders, and many leading professionals in central Iowa name her an extraordinary role model.

Eileen has demonstrated these qualities throughout her career. And while I have noted Eileen's influence on the business community, I know she is very active in the community, particularly with her church and Dowling Catholic High School. And recently, Eileen participated as an onstage presenter for our Iowa High School Musical Theater Awards Showcase at the Civic Center.

Eileen most certainly is a woman of influence, and I know of no one more deserving of this Women of Influence award. Thank you for your consideration.

Very truly yours,



Jeff Chelesvig  
President and CEO