

May 25, 2016

Dear Women Business Owner of the Year Committee:

On behalf of the employees of Wink, Inc. I would like to nominate our President and CEO, Mrs. Sheryl J. Moore for the 2016, Woman Business Owner of the Year Award.

Wink is a firm that is looked to by insurance professionals around the globe. Sheryl is the face of the insurance industry, particularly the indexed insurance industry. Her passion for life insurance and annuities is visible through the competitive intelligence tools, AnnuitySpecs and LifeSpecs that she developed, countless trade journal articles that she has written, and her unbelievably passionate industry speaking engagements. Des Moines is the second largest insurance capital in the U.S., and THE insurance capital of indexed insurance products; Sheryl is right where she belongs! She proudly and relentlessly advocates and educates anyone who will listen. Much of the work she does is pro bono so that the consumers can gain the awareness they deserve about the safe money places available to them today.

Sheryl founded our company more than ten years ago with a dream to educate people about an insurance product that could have saved her thousands of dollars when the market collapsed in 2000. It has since grown into the most looked to third-party market research firm in our industry. Mrs. Moore is a woman of character, integrity and key values. Her relationships have allowed her to work with regulators and insurance professionals across the globe, educating them on the insurance products that she believes in so much. She is a renowned keynote speaker and is widely looked at as the 'foremost authority' in the indexed annuity and life insurance business.

Sheryl has created an incredible work environment for our team in addition to continuously giving back to our community. Sheryl promotes a progressive, up-beat, positive culture, and is constantly looking for ways to better not only our team but also the entire insurance industry that we represent. From providing things like massages at the office, lunch outings and afternoons at the ballpark, she ensures that her team enjoys their work environment knows that they're appreciated. Additionally, she relentlessly supports community organizations like the American Red Cross, Big Brothers Big Sisters, Hope Ministries, The March of Dimes, Grandview Little League, Southeast Polk and Waukee Public schools, and the March of Dimes, just to name a few.

Myself and my staff are proud to be represented by such a positive and influential woman, mother, leader and business owner. Her commitment to integrity, education and the community is unmatched and we feel she deserves the 2016 Woman Business Owner of the Year Award.

Sincerely,

Victoria Peterson

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Vice President of Operations
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