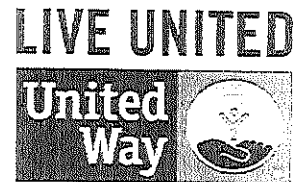


1111 9th Street
Suite 100
Des Moines, IA 50314
515.246.6500
www.unitedwaydm.org

United Way
of Central Iowa



May 20, 2016

Connie Wimer
Chairman
Business Publications Corporation
100 4th Street
Des Moines, Iowa 50309

Dear Connie,

I am writing to endorse the nomination of **Marta Codina** for the 2016 Women of Influence Award. Marta's corporate and community leadership are exemplary, and she is worthy of this highest honor for central Iowa's women leaders.

Marta chairs the United Way Volunteer Engagement Cabinet, leading community-wide strategies for recruiting and engaging volunteer service among central Iowans. She serves as a vice chair on the United Way of Central Iowa Board of Directors, named one of our community's most influential boards in the 2016 Business Record Book of Lists.

She is a member of the United Way Women's Leadership Connection Women of Tocqueville Society, which recognizes our community's most generous and committed philanthropists who improve the quality of early care and learning for our community's young children.

In addition to her exemplary United Way engagement, Marta serves on the National Advisory Council of The Robert D. and Billie Ray Center and as the 2016 Iowa Homeless Youth Center's Reggie's Sleepout Honorary Chair.

Professionally, Marta is a veteran of the financial services industry who started her career as a teller during high school in Houston, Texas. Marta moved to Iowa in 1994 to join US Bank and worked there for nine years as a regional manager leading the Retail Banking Division. She joined Wells Fargo in 2001 and, during her tenure, has served as a regional development manager, overseeing sales strategies and learning and

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development for Iowa, and as an area manager for Wells Fargo Home Mortgage, overseeing the mortgage production sales force for western Iowa.

Marta is a native of Cuba and came to the United States as a refugee in the early 1960s with her parents. From humble beginnings, she has built a lifetime of influence and followed her passions for making a difference in the areas of early childhood development and diversity and inclusion.

Marta embodies what it means to be a Woman of Influence: professional success, making a lasting impact on our community, leadership and service through nonprofit and civic organizations, and modeling the highest ethical standards. I strongly endorse Marta Codina as a 2016 Woman of Influence.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mary B. Sellers", with a long, sweeping horizontal line extending to the right.

Mary B. Sellers
President
United Way of Central Iowa
2014 Woman of Influence Honoree

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