



May 18, 2016

Dear Selection Committee for the Business Record Women of Influence Award,

Submitting a letter of support for Sally Dix is a true honor and privilege. I can't think of a woman more deserving of this recognition.

Nearly three years ago as I served as President of Bravo Greater Des Moines, we embarked upon a national search for a new Executive Director. Due to the tremendous number of awards being bestowed on central-Iowa, the number of resumes we received was overwhelming. The word was out that Des Moines was gaining momentum as the place to live and work – a vibrant community exploding with energy. This energy was particularly notable on the arts and culture scene.

After combing through hundreds of resumes, many from individuals serving organizations larger than Bravo, we narrowed our search to 3 national candidates and a local candidate, Sally Dix.

During first interview with Sally, she exuded enthusiasm for the position as well as a clearly researched understanding of the arts and culture landscape in central-Iowa. It wasn't long before we knew we had the perfect candidate, right in our backyard.

In the two years she has served as Executive Director her professionalism, inclusive nature, and dedication has amazed our entire board. She leads with purpose; there is never a meeting she isn't prepared for. She is respectful of the volunteer time put in by her board and as such provides us with the background, tools, and resources to conduct our business efficiently and strategically. Maybe most importantly, Sally is honest and focused without succumbing to the occasional "politics" of the business. Everyone who knows Sally respects her honesty and integrity. She recognizes issues which may have conflict and addresses them openly in a timely and transparent way.

Sally works collaboratively within the arts and culture community to truly understand the dynamics and impacts of the decisions Bravo makes. She quickly got to know all of the "players" so as to really know the landscape. She drove our strategic planning process and today sticks tight to the plan. This allows us to make focused decisions true to the mission of the organization. She has successfully aligned arts and culture stakeholders which may have had differing positions in the past. She works tirelessly to find common ground for the good of the community.

Sally is highly articulate and well-spoken. I enjoy every chance I have to be with Sally. She makes me a better person.

Sincerely,

Sharon Krause
Past President, Bravo Greater Des Moines
Owner, Dalla Terra Ranch
Director, Kum & Go