

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 **Cyndi Harmeyer Fisher** for the 2016 Women of Influence Award. Cyndi 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.

Cyndi leads the Capital Crossroads EDGE (Education Drives our Great Economy) initiative, a "cradle to career" approach that includes elementary, secondary, and higher education as well as adult re-skilling. Thanks to her leadership, hundreds of youth and adults gained the education, skills and credentials to participate in Iowa's robust economy. Cyndi has over 25 years of experience as one of central Iowa's most respected marketing and public relations professionals and mentors, creating and implementing comprehensive strategies that deliver remarkable results and significant growth for government, nonprofit and for-profit sectors.

She has been an effective volunteer leader, as well, dedicating her time and expertise as a member of the boards of directors for Variety, the Children's Charity; Boys and Girls Clubs of Central Iowa; the American Red Cross Central Iowa Chapter; the American Heart Association; Iowa Arts Council; PEO: the Greater Des Moines Partnership; the Greater Des Moines Leadership Institute; Iowa Women Lead Change; and Invest in SHE. Cyndi also served the state of Iowa on the Iowa Arts Council and as chair of the Judicial Qualifications Commission.

Cyndi makes Des Moines a truly world-class community in which to work and live. For these reasons, I strongly endorse Cyndi Harmeyer Fisher as a 2016 Woman of Influence.

Sincerely,



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