



May 22, 2016

Des Moines Business Record
Attn: Jason Swanson
100 Forth Street
Des Moines, IA 50309

Dear Jason:

It is with great pleasure that I write to endorse Cyndi Fisher as a candidate for this year's "Woman of Influence Award". Cyndi is an exemplary candidate for this recognition. I have had the pleasure of knowing Cyndi for many years and am privileged to call her a mentor, colleague and friend.

Cyndi is one of the most zealous, savvy and passionate businesspeople that I have had the honor of knowing. I had the pleasure of working for Cyndi at LS2group as an Account Executive and know her enthusiasm for betterment. It is this quality she strives for on a daily basis and leads by example. She helped guide me to communicate more effectively, be more contentious and to never settle. It is these qualities that helped shape me for my current position as the Executive Director of Winefest Des Moines.

As a friend, I have had the opportunity to see what a wonderful and dedicated wife, mother and grandmother Cyndi is. She is an amazing example of a hard-working career woman who manages to make her family and friends feel loved and important. Cyndi does this by taking the time to celebrate the big things – like birthdays, but also the small things – like May Day. It is this thoughtfulness that makes everyday life more impactful. I am honored to have had the opportunity to work with Cyndi and strive to be as thoughtful as she.

Time and time again Cyndi has shown that she is a pillar of our great community. As a heartfelt philanthropist, she has dedicated a tremendous amount of time and energy into helping to make Des Moines the great community that it is. Through her work with the Greater Des Moines Partnership Workforce Development Board of Directors, Variety – The Children's Charity Board of Directors, Iowa Women Lead Change, Invest in SHE, Boys & Girls Club of Central Iowa Board of Directors and many others, Cyndi has shown that she is not only passionate, but steadfast on making all aspects of our society great for generations to come.

Cyndi would be the perfect recipient of this year's "Woman of Influence Award". She is a great ambassador for our community and I would not be where I am today without her encouraging hand. I am honored to have her as a friend and mentor.

Kindest Regards,

Natasha Sayles

Executive Director
Des Moines Wine Festival Foundation