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Dear Women of Influence Selection Committee:

After too many years in an embarrassing 51<sup>st</sup> last-place ranking on the status of women-owned businesses nationally, Iowa can be proud to enjoy a momentum shift and watch the environment for women in business and leadership improve in our State.

Why the shift?

Iowa has many people in business, community and government to thank for the changing trend. Chief among them is Lynn Schreder. She is a tireless, outspoken and professional advocate for business women and a model of servant leadership. It is my hope that this letter will serve to shine light on her contributions and help provide well-deserved recognition as a Woman of Influence.

Her contributions to the improved status of women-owned businesses in Iowa alone should serve to earn Lynn honors as a Des Moines Business Record Women of Influence. There is more.

Following are just a few of Lynn's career achievements:

- President and Co-owner of KHI Financial Solutions, an insurance and financial products company that employs 18 people, has 400 agents and three offices in Fort Dodge, Webster City and West Des Moines.
- On October 1, 2016 KHI implemented a partnership with Healthiest You ([healthiestyou.com](http://healthiestyou.com)) to help control costs in the healthcare industry. The 24/7 telephone access to a doctor and prescription service is ideal for individuals with high deductible plans.
- KHI is one of only 10 wholesalers in Iowa and South Dakota for Wellmark Blue Cross Blue Shield.
- In 2015 the company was awarded general agency contracts for two new individual health insurance carriers in Iowa: UnitedHealthOne and Medica.
- KHI was honored as NAWBO Corporate Partner of the Year Award in 2013.
- Prior to purchasing KHI in 2009, Lynn had an impressive 20-year career in marketing, sales and management for Wellmark and ATT/Lucent Technologies/Avaya in the Midwest.
- She was the recipient of six ATT/Lucent/Avaya quality and achievement awards for exceeding sales goals.

Leadership and recognition in the greater business community:

- Recipient of the 2016 SBA (Small Business Association) Iowa Women in Business Champion award.
- Past-president of NAWBO (National Association of Women Business Owners) Central Iowa Chapter and long-time Board member (currently in sixth year of service).
- Under her leadership, NAWBO Central Iowa tripled its membership, tripled corporate partner revenues and restructured, leading to being recognized as the fastest growing chapter in the United States. It is important to note that the chapter was struggling prior to Lynn's involvement.
- President-elect of the Iowa Association of Health Underwriters.
- Past board member of the One Iowa Education Fund.
- Past board member, health committee chair and frequent presenter for the National Association of Insurance and Financial Advisors – Iowa.

Community involvement:

- Fundraising and leadership for the Cystic Fibrosis Foundation in honor of her nephew, Andrew, who lives with this disease.
- Leader in supporting gender equity.
- Leader in fight for equality for gay and lesbian couples in Iowa.
- Respected mentor and role model for women seeking to further their careers in Iowa.

Lynn is a Cedar Rapids native with work experience in Iowa, Wyoming and California. She is an industrial education graduate from Iowa State University and a three-year letter winner on ISU softball team.

Each year, the Selection Committee honors several deserving women as Women of Influence. By including Lynn Schreder among them, you will not only be honoring a Woman of Influence, you will be recognizing an individual who has helped shape the environment that makes it possible for future generations of women in Iowa to be successful.

If I can provide additional information, please feel welcome to call 221-2318 (ext. 202) or email [rcrosbie@tero.com](mailto:rcrosbie@tero.com).

Thank you for your consideration.

Sincerely,



Rowena Crosbie  
President