RE: 2016 Women of Influence Award

To Whom It May Concern:

Please accept this nomination of Lynn Schreder as a 2016 Women of Influence

Lynn Schreder’s leadership and many contributions have made a difference for women across Iowa. Within the Iowa Chapter of the National Association of Women Business Owners (NAWBO Iowa), Lynn’s vision, engagement and selfless service have strengthened the organization and the opportunities it offers to Iowa 70,600 women business owners (WBOs). Lynn has logged thousands of miles and hundreds of hours to advance our state’s WBOs, and she has financially supported numerous efforts that serve them.

Shortly after she purchased KHI and became a WBO, Lynn became a NAWBO member; the chapter was NAWBO-Central Iowa at that time. While she credits the organization with assisting her in further developing her business and leadership skills, it’s NAWBO that has reaped the benefit of Lynn’s whole-hearted participation. She has continually rallied and motivated WBOs wherever needed each year. Her indefatigable efforts include the following: corporate partner chair (2010 – 2012), Women Mean Business Summit chair (2010 – 2012) and advisor each successive year to the state’s only conference dedicated to Iowa WBOs, golf chair (2011-2013), tri-president (2011-2014), co-president (2014-2015) and past president (2015-2016).

When the NAWBO chapter was struggling in 2011, Lynn made a multi-year commitment to serves as a tri-president. She was instrumental in building continuity for a turnaround of NAWBO Iowa that resulted in:

• tripling membership numbers, earning NAWBO Iowa recognition as the fastest growing mid-sized NAWBO chapter in the country in 2014 and 2015,

• tripling the number of corporate partners and quadrupling revenues from these relationships,

• increasing the number of Iowa members attending the annual national conference from one to six,

• establishing a growth structure to become a statewide chapter, and

• building WBO connections and programming through establishing two satellite locations (to date).

Always leading by example, Lynn has been inspiring Iowa NAWBO members in becoming “women in business supporting women in business” --- now called the “Power of the Purse” by members who think “women” first when purchasing products and services. When KHI was recognized as NAWBO-CI corporate partner of the year in 2013, Lynn named a dozen women business owners who she had done business with in the past year (both for her firm and personally).

In 2015 Lynn led the creation and implementation of a business plan for NAWBO Iowa that drives chapter decision-making and programming. When IWLC’s first “Invest in She – Des Moines” was held in 2015, Lynn passionately linked the program’s alignment with NAWBO’s mission of propelling “women entrepreneurs into economic, social and political spheres of power worldwide.” She led private fundraising within the membership to make NAWBO Iowa a $5,000 investor and, as the largest contributor among the NAWBO donors, served as one of six judges at the competition. Also on behalf of NAWBO Iowa in 2015, Lynn purchased exhibitor space at IWLC’s four conferences around the state and personally staffed the booth to put WBOs — and the importance of the power of the purse — in front of thousands of attendees.

This year, while serving as past president of NAWBO Iowa, she’s led the creation of a chapter satellite in the Siouxland area, received the SBA’s Iowa Women in Business Champion Award and committed to lead NAWBO Iowa’s involvement as a $10,000 contributor to “Invest in She” competitions in both Des Moines and Cedar Rapids. Lynn will again represent the chapter as the on-stage judge.

Lynn’s values are clear, her character is admirable, her enthusiasm is contagious, and she represents WBOs with distinction and aplomb. She’s built a relationship with the Iowa Lt. Governor that has enabled the voice of WBOs to be heard and understood in our state. It is a privilege for me to know her and to serve Iowa WBOs with her.

Sincerely,

Lori J. Day

President, FocusFirst, Inc.

Co-president, NAWBO Iowa