

May 26, 2017

Business Record  
Women of Influence Selection Committee

Re: Woman Business Owner of the Year

We would like to nominate Catherine M. Staub, Ed.D. for Woman Business Owner of the Year. Dr. Staub has owned and directed Lexicon Content Marketing since 2003. Staub is not only a successful business owner and leader but also is a recognized expert in her field, serving as a judge for the American Society of Magazine Editors annual awards, advising the nationally award-winning student publication Drake Magazine, and mentoring Drake's Crew Scholars program.

Over the last 14 years Staub built Lexicon, a full-service marketing agency that specializes in content marketing. Lexicon's staff includes trained writers and editors, experienced marketers, and creative designers and photographers who deliver turnkey high-quality content marketing programs to clients. Lexicon delivers content marketing and marketing programs to a variety of organizations including corporations, non-profits, government entities, and associations and within a variety of industries. Lexicon's creative team collaborates together, developing solutions for clients that help grow their businesses and achieve their goals. Under Dr. Staub's direction, Lexicon has an excellent reputation of taking time to get to know each client and work with them as "partners" not just as a supplier or vendor.

Dr. Staub is also committed to providing opportunities for young as well as seasoned professionals. Staub developed an internship program at Lexicon through which college students have the opportunity to engage in meaningful work that build skills, portfolios, and ultimately provide experiences through which launch careers. Lexicon's efforts in mentoring young professionals under Staub's direction were recognized with a nomination for Best Workplace for Young Professionals award.

In addition to mentoring opportunities at Lexicon, Dr. Staub has extended her commitment to future professionals through her role at Drake University where she gives back in a field that has provided her with so much. In her role as Fisher-Stelter Chair of Magazine Media, Staub teaches and mentors undergraduate students in Drake University's magazine media program and graduate students in Drake's Master of Communication Leadership program.

Last but not least, Dr. Staub's actions outside of the office also demonstrate her 'service above self' commitment; contributing countless hours as a Rotary leader that positively impact the communities in which we live - local and global.

Thank you for consideration of Dr. Catherine Staub for the Business Record's 2017 Woman Business Owner of the Year.

Sincerely,

*Sharon Vickery, Sogeti/Business Development and Rotary Club of Des Moines/Past President  
Kathleen Richardson, Drake University/Dean, School of Journalism and Mass Communication  
Ganesh Ganpat, City of Des Moines/Parks & Recreation Supervisor*