



May 23, 2017

Dear Women of Influence Committee,

It would be my pleasure to recommend Kim Baer for consideration of the prestigious Business Record Women of Influence Award.

Kim exemplifies what I feel this accolade is all about – for more than a decade she has been my business attorney, my personal life's confidant and representation of good solid business advice for me and my entire Team. Kim and I have worked together on many projects, I rely on her for more than just legal help, I consider her an educational life coach. She is the symbol of ethical guidance as well as a portrayal of what more people should be like, always willing to help others. Kim is a strong advocate for the city of Des Moines, her involvement in so many events and community outreach programs is something I stride for, but cannot accomplish. Kim makes the time, she serves for the greater good of our community and for all of those around her.

Kim is a very valuable asset to those she is personally or professionally involved with and I strongly feel her goal in life is to make others better. Kim is very honest, extremely dependable and incredibly hard-working; beyond that she is always very motivated and looking out for the best of those people or the organizations she is representing.

There is a passion necessary to be a "do-gooder" in this life, and I strongly feel Kim Baer has that, she is dedicated to the completion and positive result in every task she is given.

Without hesitation, I would confidently recommend Ms. Baer, her knowledge and her dedication, not to mention her all-around genuine personality to Des Moines' Women of Influence.

Please feel free to contact me should you want to discuss Kim Baer's credentials further.

Sincerely,

Charanjit (CJ) Sethi

From the desk of: CJ Sethi, President/CEO

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