



**GREATER DES MOINES
PARTNERSHIP**

700 Locust St., Ste. 100
Des Moines, Iowa 50309
p: (515) 286-4950
DSMpartnership.com

Friday, May 26, 2017

Mr. Jason Swanson
Business Publications Corporation
100 4th St.
Des Moines, IA 50309

Dear Women of Influence Nominating Committee:

I am writing to you to give my strong support for Meg Schneider to be chosen as a *Business Record* Women of Influence honoree.

As the Senior Vice President of Business Resources and Community Development at the Greater Des Moines Partnership, Meg has played a key role in a number of initiatives that have been critical to our region's success. She is a strong advocate for small business issues. Regional collaboration is an important ingredient to Greater Des Moines' secret sauce, and Meg has been instrumental in coordinating collaboration between The Partnership's 23 Affiliate Chambers of Commerce and more than 6,000 Members. She has been an integral part of the planning of our **DMDC** trip each spring. She has also helped small businesses by helping launch and promote the **Look Local First** initiative, which encourages businesses to shift their spending to local vendors and consumers to shop locally. Meg was one of the leaders in establishing the first **Urban Land Institute** chapter in Iowa. Through her work with the Urban Land Institute, Meg has helped lead the **Connect Downtown** initiative to explore how to make Downtown Des Moines safer, more comfortable and more convenient for all modes of transportation, therefore making Downtown even more business-friendly.

Meg's passion for small businesses and helping leaders make connections extends to her community involvement. She serves on the board of the Iowa Chamber of Commerce Executives and CEOs for Cities, and is a Giving Circle Member for Maddie's Circle. She was recently named a member of the **Forbes Nonprofit Council**, an invitation-only organization for senior-level executives in successful nonprofit organizations.

Meg leads with passion and kindness. She doesn't shy away from a challenge. The nature of much of the work Meg does is that it takes multiple years to come to fruition; she is determined and continues to push the needle forward on key initiatives even when the end seems far away.

Meg would be a highly-deserving Women of Influence Honoree. I strongly urge you to consider recognizing Meg for with this honor.

Sincerely,



Jay Byers
CEO