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Business Record
100 4th Street
Des Moines, IA 50309

Re: Meg Schneider: 2017 Meredith Emerging Woman of Influence Award

Ladies and Gentlemen:

I am honored to recommend Meg Schneider for the 2017 Meredith Emerging Woman of Influence Award.

I've known Meg since 2010 when we worked together on the Greater Des Moines Partnership's Sustainability Committee. One outcome of that committee was a determination that Central Iowa lacked a cross-disciplinary real estate development organization that focused on sustainable development. In response, Meg spearheaded the effort to create Urban Land Institute (ULI) Iowa in 2013. ULI Iowa has quickly grown to over 120 members from across the state and is regarded as a key resource for communities facing land use and sustainable development questions. Without Meg's leadership and commitment to the organization, ULI Iowa would not exist. Her stellar reputation in the business community gave ULI Iowa instant credibility.

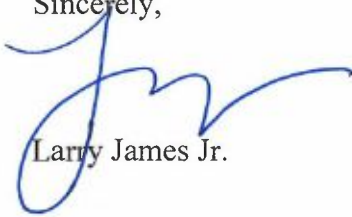
Her reputation was built on years of tireless leadership in the community. I've seen this firsthand working with Meg on Connect Downtown, a transportation and walkability study in Downtown Des Moines. Her involvement has generated incredible buy-in from the corporate community for the project, which promises to transform the downtown street network. Through Meg's leadership, what could have been a politically difficult undertaking is a successful collaboration between the City of Des Moines and downtown stakeholders. Quite simply, Meg's leadership opens doors.

In her role as Senior Vice President of Business Resources and Community Development at the Greater Des Moines Partnership, Meg has worked tirelessly to improve Central Iowa. Through her leadership, five additional chambers of commerce joined Greater Des Moines Partnership, which has increased collaboration across a number of areas. Meg now works with 23 chambers of commerce from across the region on everything from economic development to health and wellness. Her supervision of Capital Crossroads' Wellness Capitol led to a Community Health Needs Assessment that helps guide the health policy decisions of area leaders with best management practices and concrete goals. In addition to her other duties, Meg leads a team that is responsible for spurring small business development in Central Iowa and assists companies

with the use of new technologies to grow their business. Bottom line: When the Partnership needs leadership for a new initiative, Meg is often the person they rely on to make it happen.

Meg continues to lead and inspire others to do more. She is truly deserving of the Meredith Emerging Woman of Influence Award.

Sincerely,

A handwritten signature in blue ink, appearing to be "LJ Jr.", with a large, stylized "J" and a horizontal flourish extending to the right.

Larry James Jr.