

April 16, 2018

Business Publications

Dear Selection Committee:

On behalf of the Women of the FEW (Financial Executive Women) I enthusiastically nominate Mary Coffin to be recognized as 2018 Women of Influence.

Mary and I met nearly 30 years ago dropping our sons at day care. I watched with great admiration as she navigated and excelled in her career in a predominately male dominated industry.

Mary is an Iowa native growing up on the farm outside of Traer, IA along with her 5 siblings. Growing up in a small community where there really is a village raising children, Mary learned very early in life the value of hard work and character. She strives daily through her leadership to inspire, teach, grow and develop others.

Her career accomplishments are many. During the mortgage crisis she found herself on the national stage, testifying before Congress. It was during this very difficult time that Mary proactively orchestrated the design and delivery of a system to improve and enhance overall customer experience to meet regulatory mandates and improve the Wells Fargo brand.

The model of customer satisfaction that Mary implemented at the Home Mortgage division of Wells Fargo has been adopted as a solution to address Complaints across the Wells Fargo Enterprise. Mary has recently been asked to lead this effort as Executive Vice President, Head of Customer Excellence.

In addition to her many professional accomplishments, Mary has a heart for mentoring and developing others to be their very best self. She credits relationships and personal teachings from people in her life as the secrets to her professional and personal success. Mary readily gives of herself as others did for her, as evidenced by her involvement with FEW. The young women in this group are so grateful for the time she spends with them and the wise advice she so readily shares.

FEW (Financial Executive Women) is a small networking group formed specifically to keep young women engaged in careers in finance. Mary enthusiastically supports the women in this group, sharing her vast experience in navigating a traditionally male dominated industry. She has sound advice on how to handle yourself in certain situations, how to gracefully accept feedback and balance your personal life with the demands of your career.

Given her professional success and her passion for our community, I cannot think of anyone more deserving of recognition of a true Woman of Influence.

Many Thanks,

On behalf of FEW

Kim Butler Hegedus

Woman of Influence, 2011



Suku Radia
Retired CEO
SukuRadia@gmail.com

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515-490-9609

April 25, 2018

Selection Committee: Women of Influence
Business Record
100 SW 4th St.
Des Moines, IA 50309

Dear Members:

It is my distinct privilege to write this letter to support the nomination of Mary Coffin as a *Woman of Influence*. I have known Mary for over 20 years and feel qualified to write this letter without any hesitation.

I am going to focus on two areas where I have had recent interaction with Mary, namely the Solheim Cup and the board of the Principal Charity Classic (PCC) golf tournament. I chaired the Solheim Cup and am the longest serving member of the Executive Committee of the PCC.

Mary and her husband, Don, are close personal friends. My wife and I have the utmost regard for the Coffins. They possess the highest level of integrity and they are genuinely decent folks.

When I asked Mary to assume the number two position as volunteer chair for the Solheim Cup, I knew it was a "Big" ask but I also know that if you want a job done right, ask a busy person. Mary graciously accepted. Convening monthly committee chair meetings after recruiting over 30 chairs selected very carefully was no small task. Recruiting over 1,700 volunteers across Iowa was a tall order.

Mary carried it off with grace and style. She knows how not to take "no" for an answer. I thought my work as Chair was going to be significant. I was wrong! Mary did all the heavy lifting and we delivered the largest attendance in Solheim Cup history. This is a biennial golfing event between the U.S. and Europe. It was televised live in 170 countries. We set an attendance record at over 140,000 spectators. We had the highest merchandise sales in history.

Mary and her cadre of volunteers delivered on the promise of our community setting a new standard of excellence. This did not happen by accident. It took sleepless nights, seamless execution and above all, real passion for teamwork. Mary really did not need me. She is exceptionally capable and I would gladly work with her on any volunteer project in the future. Her dedication is second to none.

As for the PCC, Mary was recently involved in a search for a new Tournament Director. Again, the execution was perfect and the individual retained is going to do a great job. This was a very



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thorough process. As a member of that board, Mary is engaged with a number of leadership presentations inspiring young leaders to attain greater success. Her presentation skills are outstanding and she does it with tremendous enthusiasm.

I urge you to name Mary Coffin as one of our community's *Women of Influence*. She has earned her place in that respected group.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Suku Radia", with a stylized flourish at the end.

Suku Radia

April 30, 2018

Emily Abbas
SVP, Chief Marketing and Communications Officer
Bankers Trust
453 7th Street
Des Moines, IA 50309

Ms Abbas

I am writing in support of Mary Coffin, Executive Vice President and head of Customer Excellence at Wells Fargo & Company, one of the largest banking and financial services providers in the United States. As a senior executive in the U.S. financial services industry and as a long-standing leader in our community, Mary is certainly deserving of recognition as a "Woman of Influence."

I was honored to be paired with Mary as the first female co-chairs for the 13th Annual Bravo Awards Gala this year. Mary's passion for our community and extensive philanthropic work and leadership set the bar for many of us. Mary's work and leadership over many years has helped establish Central Iowa as an incredible place to live and work, for so many people.

Mary has been and continues to be a leader in our community, including serving: on the Boards of Grand View College, the Boys & Girls Clubs of Central Iowa, Principal Charity Classic and Winefest Des Moines; on Advisory boards at ISU and UNI; and as Executive Sponsor of Wells Fargo's Des Moines Women's Team Member Network.

Mary is a role model for influencing in her industry (financial services) and her community - through years of commitment, advocacy and leadership. I support Mary Coffin as a 2018 Business Record Women of Influence.

Sincerely

A handwritten signature in black ink, appearing to read 'Nora Everett', with a large, stylized circular flourish at the end.

Nora Everett
President -Retirement and Income Solutions, Principal Financial Group
Chair - Principal Funds
Phone: 515-248-8720



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April 27, 2018

Dear Women of Influence Selection Committee,

I am delighted to recommend Mary Coffin for the 2018 Women of Influence awards for her achievements as a non-profit leader, community role model, and trailblazer.

I've been lucky enough to know Mary for a few years now, first as a trustee of the Boys & Girls Clubs of Central Iowa, and now as a tri-chair of our **Club Pathways** capital campaign. Throughout both of these roles, Mary has displayed consistent intelligence, hard work, and passion. She always has a vision for success and is a master at articulating her vision so as to encourage others to join her. She is an invaluable leader for the Boys & Girls Clubs of Central Iowa, powerfully advocating for the young people of our Des Moines community and setting the bar high for other trustees and **Club Pathways** cabinet members to follow.

While Mary is undoubtedly a strong, accomplished businesswoman, I have the unique opportunity to also interact with her as a compassionate and loyal community member. She has helped raise millions of dollars for the kids in our community who need us the most not because she has to, but because she wants to— because she's driven to ensure the great future of our Des Moines community for years to come.

Mary's impact on the lives of others is immeasurable. Through her inspiration, dedication, and vision, she is simply the definition of a woman of influence. Thank you for your consideration of Mary Coffin for the 2018 Women of Influence awards.

Sincerely,

Jodie Warth
Chief Executive Officer

May 4, 2018

2018 Women of Influence
Business Record
100 4th St SW
Des Moines, IA 50309

Dear 2018 Women of Influence Selection Committee:

This letter serves as a recommendation for Mary Coffin for 2018 Women of Influence. I have had the pleasure of working with Mary for the past 15 years at Wells Fargo, as well as having the privilege of knowing her personally through our children's school and church. She is a woman of immense talent and character as she serves as a role model to many.

As a leader at Wells Fargo, she has led the company in a variety of roles over the years. She is innovative and compassionate in the changes she has implemented and led. Recently she has taken on a new role that will create an enterprise wide process to improve reputation and customer service. She has an eye for talent and has a history of developing high performing and committed teams.

At a local level, Mary is involved with our Team Member Networks and serves as the executive sponsor for the Women's Team Member Network. Although she is extremely busy she always takes time to make herself available for mentoring and advice for up and coming leaders. She is also very active in our local Community Support Campaign, influencing her teams with her own personal commitment.

In the community, Mary is involved with various organizations and non-profits. She is always visible and passionate about making a difference.

Despite Mary's very demanding career, she is first and foremost a wonderful mom! I have watched Mary be there for her kids, watching them play sports and supporting their activities. She is truly an inspiration for her family, friends, community and our company.

Sincerely,

Marta Codina
Region Bank President
Wells Fargo Bank
515-245-3036

Mary Coffin
Nomination - Women of Influence 2018

Dear Evaluation Committee:

It is with great pleasure to submit a letter of support for the nomination of Mary Coffin for this year's Women of Influence award. Mary is a worthy recipient in recognition of her outstanding leadership impacting so many lives in so many ways. I happen to work for the same company and see firsthand the tremendous value she brings to our organization. It is staggering to see how the efforts of one person can make such an impact.

Mary has made an enormous difference in addressing issues that affect home ownership. She has spoken and worked tirelessly with legislative leaders throughout the mortgage industry reform process to advocate for our clients and all home owners. She truly believes and works to make home ownership a reality for families all over the country.

Recently Mary has accepted a new assignment at Wells Fargo to develop the best go forward model for complaints management throughout the enterprise. I can think of no one better or better positioned to challenge our company to be the best in the industry and deliver on that promise.

Mary realizes the need to make our communities great includes building positive experiences for children and families. She has contributed time and talent to many nonprofit organizations throughout central Iowa. There is a common theme to what pulls her to donate and that is children and families – Boys and Girls Club, BRAVO, Young Women's networks, Women's leadership organizations, etc.

I also have the privilege of calling Mary my friend. She truly has a generous heart. Growing up in a rural community has only given her the roots to work hard, work smart and stay humble. Numerous times I have seen her generously contribute to individuals and programs that no one will ever know about. There is no request for recognition just a true desire to do what is right and good. Mary and Don have opened their home and hearts to those in need in ways most of us can only aspire. Without exaggeration, but not without a bit of teasing on my part, Mary has been stopped hundreds of times by fellow employees to be thanked - thanked for her leadership, perseverance, communication, and honesty. She without exception greets the employees with kindness and respect.

As one of the many whom Mary has inspired and motivated, I strongly urge you to award her the Women of Influence 2018 award.

Sincerely,

Nancy Anstoetter

Wealth Advisor

Wells Fargo Bank NA