



May 8, 2018

Mr. Jason Swanson  
Business Publications  
100 – SW 4<sup>th</sup> St  
Des Moines, IA 50309

Jason and the Women of Influence Selection Team:

It is my honor to write today on behalf of Tiffany Tauscheck. While I know you all understand what an amazing person Tiffany is, my letter today is to convince you that she is more than worthy of being the first Emerging Woman of Influence to be honored as a full-fledged Woman of Influence, and that this is the year to honor her in this way.

There is no other woman in our community who has given her career and life to making Des Moines and our region a better place. In her day to day work, she works tirelessly to make sure our community is attracting and retaining the talent and businesses we need to not only grow, but to prosper. As the Chair of the Partnership's Communications Board for the past two years, I saw first-hand how Tiffany and her team elevated DSM USA through the creation of a new branding campaign (based on research), the combination of 13 websites into one mega site, and through continued honors and recognitions of our community (and yes, rankings do matter!).

Tiffany also was the lead on the Partnership's investor campaign. This fundraising effort only takes place every five years and her work exceeded all fundraising goals and will allow the Partnership to continue its good work for the next five years. When you look at her work on both the branding and fundraising, as well as helping secure the ACCE Convention to Des Moines in July, you know Tiffany is a top leader at the Partnership, thus earning her the promotion to Chief Strategy Officer, the top female at the organization.

Tiffany's volunteering outside of her work also sets the bar at the highest level. I had the pleasure of working with her on the Art Route – an idea that Tiffany came up with and brought to life. She came up with a plan, secured the needed funding and made sure the route was implemented as another way to put Des Moines on the map. We have also worked closely together to elevate Drake's work with alumni and will co-chair the Raise Your Purse event this fall, with honorary chairs Laura Martin and Suzie Glazer Burt.

Please give Tiffany your strongest consideration when selecting this year's Women of Influence. This elevation of her status from emerging to your highest honor will not only encourage her to continue giving back, but will inspire other up-and-coming women. Tiffany is the future of Des Moines. She not only will be running this city in the next 10 years, she already is.

Sincerely,

Emily Abbas  
SVP – Chief Marketing and Communications Officer

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FBL Investment Management Services, Inc.  
FBL Leasing Services, Inc.  
FBL Marketing Services, LLC



## FBL Financial Group, Inc.

May 14, 2018

Dear Madam or Sir:

I am writing in strong support of Tiffany Tauscheck who is being nominated for the Business Record's Women of Influence Award for 2018. Ms. Tauscheck embodies all the qualities that will be considered essential for this award. As you will see from her Resume and Biography included in the nomination, she has achieved extreme success in her field and has a resume of deep community involvement and achievement that most others would not obtain in a lifetime.

I am pleased to recommend Ms. Tauscheck for this award. As the Chief Executive Officer of FBL Financial Group, Inc., I have served on the Greater Des Moines Partnership board of directors for the past six years. It is there that I came to know her enthusiasm and skill sets. During the year that I chaired that board, I worked closely with her and got to know her well.

When I look back on her involvement in this community, not only through the Greater Des Moines Partnership, but also through her service on numerous community boards and at community events, I cannot think of a candidate more deserving of this recognition. Her position at the Greater Des Moines Partnership has exposed her to the importance of this community and region. She can be found at virtually all the community events that I am familiar with. She does this not only during her work day, but also countless evenings throughout any given year. She gives tirelessly to our community.

She moved very impressively upward in her career to her current role as Chief Strategy Officer for the Greater Des Moines Partnership. She has quickly proven her value in each of the steps along her admirable young career. She will continue to be a strong leader in the Des Moines area for years to come.

For these reasons and more, it is with great pleasure that I recommend Tiffany Tauscheck for the Women of Influence Award for 2018. She has excelled in her career, gives tirelessly to the community and demonstrates great enthusiasm, friendship and does all of this with great integrity.

Sincerely,

James P. Brannen  
Chief Executive Officer  
FBL Financial Group, Inc.



**COUNTY OF POLK**  
**Board of Supervisors**

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May 16, 2018

Dear Women of Influence Nominating Committee,

Please accept my support for the nomination of Tiffany Tauscheck for the Business Record's Women of Influence honor. I have had the pleasure of working with Tiffany for many years now and am continually impressed by her ability to "do it all"!

If there is a big project in Des Moines, I know that Tiffany has been involved in getting it done. Her contributions to our community are wide ranging from the Art Route, to a world class skatepark in the making, and unprecedented participation in the Greater Des Moines Partnership's various initiatives. Her contributions to our community will truly last for generations. What is most impressive about Tiffany is her creativity in tackling difficult issues and her determination to find a solution.

I hope you will consider honoring Tiffany with the Women of Influence recognition. Thank you for your consideration.

Sincerely,

Angela Connolly, 2<sup>nd</sup> District  
Polk County Board of Supervisors



**Suku Radia**  
Retired CEO  
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Selection Committee: Women of Influence  
Business Publications Corp.  
100 SW 4th St.  
Des Moines, IA 50309

Dear Members:

It is indeed my distinct privilege to submit this letter supporting the nomination of Tiffany Tauscheck for the ***Women of Influence*** recognition. I have known her for over 10 years and I can state unequivocally that Tiffany is an exceptionally talented young lady.

My most recent involvement with Tiffany was when I recruited her to assist a very small group on our bid for the Solheim Cup. This was a rigorous three year process and there were 17 communities vying for this biennial women's golf tournament between the USA and Europe. Tiffany played a rather instrumental role in "selling" our community. Not only were we the successful bidder but we prevailed over much larger markets. We hosted the highest attended Solheim Cup in its 27-year history. It was telecast live in 170 countries. Our community showed extremely well and Tiffany was absolutely a critical member of the team.

When the Greater Des Moines Partnership launched its next 5-year investor campaign last year, Tiffany managed the campaign. A new record for investor pledges was realized. Again, Tiffany worked diligently to lead the charge. She does not take anything or anyone for granted. She is very strategic in her approach, and her passion for beating expectations is incredible.

She is a gifted professional who motivates all around her. I have observed first-hand how everyone around her elevates their respective performance because she simply knows how to organize, strategize and deliver results. It is no wonder she has been recognized a number of times for her accomplishments. Examples are:

- Drake University National Young Alumni Achievement Award 2018
- *Forty Under 40* honoree 2008
- *Meredith Corporation Emerging Woman of Influence* 2014

The list of honors is long and the foregoing sampling is an indication of the kinds of accolades bestowed upon her for her contribution to improving our community. I urge you to recognize Tiffany with the prestigious *Women of Influence* award.

Respectfully submitted,

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

Suku Radia

May 16, 2018

Business Record  
100 SW 4<sup>th</sup> Street  
Des Moines, IA 50309

Dear Selection Committee:

It is my pleasure and honor to support the nomination of Tiffany Tauscheck for the *Business Record's* "Women of Influence" award.

Fortunately Tiffany is one of our community's most visible leaders when it comes to promoting Greater Des Moines as a great place to work, live and play! Her skills in infusing energy and passion into her message are well known. Likewise, many of us are also familiar with her significant awards, honors and recognition that have been so well deserved.

After serving as her executive coach during her time in the Drake University "Leading Others" advanced leadership program, I've had the opportunity to get to know and observe Tiffany from a non-traditional perspective. Ms. Tauscheck earned immediate respect from the other business leaders in the program. She represented the Greater Des Moines Partnership (GDMP) in an expert manner and built new engagement from participating companies. She performed so well during the program that Drake videotaped an interview with Tiffany to help promote the advanced leadership program.

Tiffany has advanced rapidly through the ranks at GDMP. In her last assignment she was given the responsibility for their most important investment campaign that supports and funds GDMP activities. A thankless yet crucial responsibility, Tiffany handled the campaign with professionalism, class and inner calmness; yet demonstrated passion and expertise on the outside. Tiffany brought professionals and businesses together across the metro to support an organization at levels never seen before which resulted in a record setting campaign.

As a result of Tiffany's many talents, energy, organizational and communication skills, she's had an impact on our community unlike most and duplicated by few. Due to the impact and influence she brings, many organizations in fact seek Tiffany out, hoping to have her involved in their cause.

In addition to her leadership in Des Moines, it is also important to note that she prioritizes and sets a great example for other women (and men) to follow as an outstanding mother and wife. Balancing a career and family is very difficult and Tiffany has mastered both.

Sincerely,  
Mike McCoy  
Chief Executive Officer, NCMIC

Selection Committee  
Women of Influence  
Business Publications Corp.  
100 SW 4<sup>th</sup> Street  
Des Moines, IA 50309

To Whom It May Concern:

It is my honor to support the nomination of Tiffany Tauscheck for the *Business Record's* Women of Influence.

There are few women I know who are more deserving of this incredible honor. From being the first in the nation to be appointed to the Governor's Council on National Service to surpassing the fundraising goals for the 2014 Junior Olympic Games, Tiffany exceeds goals in nearly every endeavor she is involved in.

I would say that my incredible relationship with Tiffany is one of "role reversal." By that, I mean that it is from Tiffany, my wonderful friend, that I draw a great deal of my inner strength. Tiffany's upbeat attitude has provided me the ability to not sweat the "small stuff" that consumes a big share of our lives. Instead she has taught me the real values of life – to cherish friendships, regardless of age differences, and to treasure the joy of laughter!

Tiffany is an incredible mother and wife, and the hardest working woman and volunteer. She is very deserving of the Woman of Influence award.

Respectfully submitted,

Suzie Glazer Burt,  
Trustee Chair Boys & Girls of Central Iowa  
Honorary Chair of 2014 AAU Junior Olympic Games