

May 23, 2018

To Whom It May Concern:

I am honored to write a letter of recommendation for Lana Pol for the Women of Influence recognition award. I believe Lana is also a woman of inspiration, which serves to broaden her ability to influence. Lana is a strategic thinker and lives her business values and mission of delivering service one person at a time.

Lana has worked in a traditionally male-oriented business and industry since her father founded it in 1972. She bought out her brothers' interests, expanding the business portfolio reaching beyond the trucking and warehousing businesses with 2 new companies: Mowbility Sales & Service and Creative Inspirations. Under Lana's leadership, Geetings Inc. is seen as innovative in meeting customer needs by providing diverse and innovative products and services to address the growing needs of changing communities. With 2 new businesses she creatively stabilized her employee base; strategically partnered with complementary businesses thus reaching more markets; improved her business partners' and employees' lives; and strategically implemented better technology, marketing, and improved processes by piloting these in one business before implementing across the enterprise.

Lana's son and daughter are major leaders in the businesses thus she is working a succession plan. She inspires entrepreneurs and established business owners through NAWBO Iowa's leadership. Lana was recognized by the Business Record in December 2015 as a Women Business Owner to know; she is recognized as a leader in her church, nonprofits, and community, has experience serving on many boards including Marion County Development Commission and the NFIB Advisory Group. I have seen her work and talk with passion and knowledge with Iowa's general assembly. Lana doesn't shy away from things she's never tried even delivering a key workshop on succession planning with her daughter at a NAWBO conference.

I have worked and served with Lana on NAWBO and the Marion County Republicans. She is a major influencer in several organizations including Habitat for Humanity, Pella's Comfort House, and HCI Hospice of Central Iowa. I have been in theatre productions with her and she is my golf partner. Although Lana is the youngest of four children, her mother at age 96 believes Lana, the only daughter, should take care of her. Despite Lana's multiple business and civic accountabilities, she is a faith-filled and dutiful daughter looking in on her mother three times a day.

Lana inspires me. I am lucky to call her friend and to call on her as a strategic thinking sound board. I respectfully believe and am happy to recommend that Lana Pol deserves to be a Woman of Influence as an incredible woman business owner who is civic-minded serving one person at a time.



T. Waldmann-Williams, PhD, President
1093 McKimber Dr., Knoxville, Iowa 641.828.6407