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May 24, 2019

Dear Evaluation Committee,

It is with great pleasure that I nominate Barb Baker for the Women of Influence 2019 Award. Barb continually makes a significant and positive impact not only in her work for Grinnell Mutual, but in the Grinnell community and the state of Iowa.

Barb has devoted her career to Grinnell Mutual and has held many roles. She is currently the Director of Advertising and Community Relations. In this capacity, Barb is the face of Grinnell Mutual, and maintaining important relationships in the industry, in the community, and across many organizations.

Grinnell Mutual has a long history of community involvement and Barb excels at evaluating opportunities and ensuring that Grinnell Mutual is represented in a positive and successful way that is aligned with our brand and values.

Besides researching advertising opportunities and placing all the corporate advertising buys, Barb leads many of the company's efforts to make the world a better place, including:

- The **Road to Success** program, which awards scholarships to high-school seniors each year; over \$750,000 awarded through this program over 14 years.
- The **Grinnell Mutual Group Foundation**, which supports organizations in our community and the communities where we do business through various philanthropic efforts.
- **Partners in Education**, a program matching companies with area schools (Grinnell Middle School), offering mentoring, supporting school initiatives, and organizing volunteer and social opportunities for employees and students.
- Annual corporate **United Way** campaign, which raises funds for several different community United Way, United Funds, and Community Chest organizations where Grinnell Mutual employees live. The 2018 campaign was a record donation for Grinnell Mutual, exceeding the campaign goal by about \$25,000.

Beyond her contributions at work, Barb has dedicated more time than most of us can imagine to making a lasting impact on the community through her personal involvement in activities and organizations that focus on education, athletics, and sustaining and growing her community. She serves on several community boards and foundations, volunteering her time and expertise.

Groups that have benefited from Barb's involvement include the Iowa Association of Business and Industry (ABI) Foundation (board member); Leadership Iowa (board member and chair); Social Entrepreneurs of Grinnell (board member); and the Iowa Sports Foundation (board member).

Barb is also an adjunct instructor for the Tippie College of Business at the University of Iowa and serves on the Governor's Empower Rural Iowa Task Force. As a member of this task force, Barb helped to advance the Empower Rural Iowa Act, which focuses on expanding enhanced broadband capabilities to rural communities.



At Grinnell Mutual, we value trust, we act with integrity, and we are committed to good corporate citizenship and giving back. Barb exemplifies these values and inspires them in others and is an ideal nominee for the 2019 Women of Influence Award.

Sincerely,

A handwritten signature in black ink that reads "Jeff R. Menary". The signature is written in a cursive style with a horizontal line crossing through the middle of the letters.

Jeff Menary
President and CEO