



THINKING AHEAD

November 22, 2018

Attn:

Ms. Connie Wimer

Mr. Chris Conetzkey

Re: Nomination for *The Business Record* & Deloitte CFO of the Year

Dear Connie and Chris,

It is with great enthusiasm that I nominate Ellen Willadsen as *The Business Record* & Deloitte's Outstanding CFO of the Year for 2018.

I have had the pleasure of getting to know and spending time with Ellen over the past four years, and continue to be inspired and energized by her tenacity, leadership, and efforts toward inclusion in the workplace. To say that Ellen has been a driving force behind the transformation of Holmes Murphy over the company's 86-year history, would be an understatement.

Ellen has been with Holmes Murphy since 1995, and has risen in her role to now lead as our Chief Financial Officer, overseeing our Accounting Department. Ellen was voted in as Holmes Murphy's first female Voting Shareholder in 2017, and she continues to advocate and promote female leaders within Holmes Murphy – and in our Greater Des Moines community at-large.

In addition to Ellen's role as CFO, she played a primary role in the years leading up to our headquarters being moved to Waukee. As you might imagine, a corporate move of this caliber needed a stringent eye as we allocated time, resources, and budgets, toward the future of the firm – while keeping our coworkers and customers, in mind. She also supported the acquisition of CSDZ in 2018, the largest acquisition to-date, in Holmes Murphy's history.

Ellen was the founding leader of our Women Optimizing Women leadership group at Holmes Murphy, where I work with her closely and our continued women's leadership opportunities. She is constantly thinking of how we might be more inclusive of women – and men, to inspire greater engagement within the company, and in our community.



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Outside of Holmes Murphy, Ellen is a part of the United Way Tocqueville Society, Women United, and is a champion for philanthropic initiatives in Greater Des Moines and in the Ames community.

In summary, Ellen has been a truly humble leader of tremendous impact, for Holmes Murphy, our community, and for those whom she comes in contact with. I am grateful to consider Ellen a mentor and friend, and learn from her teachings and guidance, daily.

I thank you for your time and consideration of Ellen, as Outstanding CFO of the Year.

Kind Regards,

Susan R. Hatten

Sr. Manager; Corporate & Community Engagement