

November 6, 2018

Deloitte CFO of the Year Selection Committee
Des Moines Business Record
100 4th Street
Des Moines, IA 50309

Dear Deloitte CFO of the Year Selection Committee:

In today's fast past business climate, you need a CFO you can count on for answers and accurate information. Most CFOs can bring that information to the table but Ellen Willadsen provides more.

I work with her company on various business arrangements, and during phone calls or in person meetings Ellen is the source of probing questions and thinks pro-actively rather than only reporting on prior period results. Ellen finds solutions to meet our requirements and does not keep us waiting when we have complex inquiries. Plus, she does it with a smile knowing that we are all working in related businesses and working together helps everyone to be successful.

Through my interactions with Ellen, I have learned she is a responsive and thoughtful leader. Although I work with her professionally in her CFO role, I most admire her work in founding Holmes Murphy's Women of Worth (WOW) group. Even prior to formally creating this group, Ellen worked to inspire and empower the women at Holmes Murphy. Ellen has recently accepted an invitation to join me (Shannon) as a member of Financial Executive Women (FEW), an organization of women in financial careers with a goal to educate, enrich and empower its members. As one of the experienced members of the FEW, Ellen will undoubtedly broaden her sphere of influence and help to encourage emerging leaders to reach their full potential.

Not only has Ellen excelled in her role at Holmes Murphy, she has also inspired others in her company and community along the way. We urge you to consider her for the Deloitte CFO of the Year award.

Sincerely,

Dave Roszak
DLL Vice President of Finance

Shannon Bielski
DLL Deputy General Counsel