November 19, 2018

**Des Moines Business Record**

**Deloitte CFO of the Year Aware**

To Whom it May Concern,

I am very pleased to recommend Elizabeth Dawley for the Deloitte CFO of The Year award through the Des Moines Business Record.  I have worked side-by-side with Elizabeth over the past 11 years struggling to bring a 65% occupied Independent Living community dispersing bare bones payment allocations to a highly successful top-notch community.  Over the past 11 years the ship began to turn within year 2 followed by the next 8 years showing a profit margin from  2% to 8% on an average.  Not only has she been a key player within the organization but a trusted partner o all of the residents she serves.  Elizabeth’s skills and leadership qualities makes her an invaluable addition to the day in and day out operation of Scottish Rite Park but the big picture at large.

Beginning year one with a negative cash flow she has turned Scottish Rite Park into a “profitable” non-profit with the ability to maintain a strong balance sheet while building a reserve for our residents and their families to payout refunds due as per our contractual arrangements.  She has kept our monetary resources fluent enough to pay for large capital and operational improvements much needed with a 40 year old building that had been neglected over the past 20 years.

Her creative edge and willingness to step outside of the box to tackle long range planning issues coupled with current needs vs. wants makes her a unique and valuable CFO.  Her customers staff and residents alike come to her for sound advice not just from the “company accountant.”

In addition to her professional qualifications, Elizabeth has personal qualities that make her well suited to leadership.  She’s naturally fallen into the role of “point person” that many of us go to with questions.  She is not afraid to take risks and often suggests new directions to explore.  She is fair to her customers and staff by holding herself accountable right along with her teammates.  She is committed to quality, growth and progress, and she inspires her team members to strive for the same.  In short, Elizabeth is a person with vision and the ability to lead.  She is a good listener dropping her task at hand to listen, evaluate and suggest.

On a personal note, she has become a close friend and cohort over our years of working together. She is energetic and always willing to join in weather it is exercise, lunches, training or meeting up for a drink.  Her ability to tell a story is infectious with laughter to those all around.

I am LeeAnne Opie, Director of Marketing and Elizabeth deserves this honor with my highest recommendation for the Deloitte CFO of the Year Award.  As a sales person is can be difficult at times to work with members of accounting.  Elizabeth will not only listen but brainstorm to help staff, new sales, and existing residents from a truly caring standpoint not just a bottom line.  Please feel free to contact me for any further information.  Thank you for your time.

Sincerely,

LeeAnne Opie

Director of Marketing