January 4, 2015

Bethany Cochran

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Great Love Company

VP of Marketing

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Dear Forty Under 40 Past Recipients:

I am writing to recommend Amanda Pottorff for the Business Record's 17th annual Forty Under 40 Award.

I have had the pleasure to work with Amanda for three years within multiple healthcare companies. I am continually impressed by her commitment to the clients we serve, and the professionalism she demonstrates as she leads A Great Love Company in her current position.

When Amanda was told to temporarily manage the financials for the company she did it with confidence and commitment. She has a gift to research her way into being intelligent on any task she is assigned. This impressive dedication isn't seen often in businesses today.

Amanda is highly conscientious in the planning, follow through and organization of projects and events. Amanda delivers top quality work in highly stressful situations. Recently A Great Love Company acquired two companies including all clients and employees. She takes difficult tasks like this in stride and looks out for the best interest of all of those involved.

Being a young profession and successful entrepreneur, I know it can be challenging to recruit, hire and influence people who may have more tenure in the professional scene. Amanda is excellent at leading people no matter what their age or affluence. She treats people in a way that is fair and respectful, and in turn, her employees work hard for her.

Amanda is very driven and self motivated in all areas of her life. When she isn't working she is training her body for the next physical achievement. She competed in her first Iron Man last year and finished with a remarkable time. All the hours of training and practice for this event occurred while she was incredibly successful in her career. This shows she is up for any challenge!

I ask that you give Amanda every consideration in this year's selection process.

Sincerely,

Bethany Cochran