



615 3RD STREET, STE 300  
DES MOINES, IA 50309  
515 221 4900

TRILIXGROUP.COM



To the Nomination Committee of the Forty Under 40,

I am incredibly proud to nominate Emily Nichols for the consideration of the Business Record Forty Under 40 Class of 2016. Emily's drive and determination, knowledge and willingness to give back to those less fortunate than her make her deserving of this honor. Between a successful career with a company that fully supports her and volunteer roles that show Emily's giving nature, she is the perfect candidate for this year's Forty Under 40 recognition.

A native of Des Moines, Emily is continuously impacting the community. Since graduating from Simpson College, Emily has given her talents both professionally and philanthropically within the Greater Des Moines area without thinking twice about doing so. Professionally, Emily has brought an upbeat spirit to the one of the oldest advertising agencies in Des Moines, sparking a culture shift within the group. She has grown within the agency and now holds a leadership role for numerous key clients. Her decision-making skills, passion and work ethic are an amazing asset to any employer. Lessing-Flynn Advertising is incredibly fortunate to have Emily on their team.

To add to her plate, Emily has recently completed her first full year at Drake University, working to fulfill her Masters in Communications degree. Continually learning and educating herself – whether through an institute or from those around her – is something I greatly admire about Emily Nichols.

Emily is very familiar with the non-profit sector of Des Moines, having worked for the Children's Cancer Connection immediately following graduation before being recruited to join the L-F team. Emily has served in key volunteer and board roles for nonprofit organizations such as the Young Professionals Connection of Des Moines, the Iowa Chapter of the American Marketing Association and most recently the Simpson College Alumni Board, determined to give back to her alma mater.

A proud member of the Greater Des Moines Leadership Institute Class of 2014, volunteer with Courage League Sports and Mentor Iowa, and active writer of her personal blog, The Dish on Des Moines, it is clear that Emily is passionate about giving back and contributing to the Des Moines community. I believe that if members of our community develop the same mindset, the same work ethic and the same spunk that Emily Nichols has, we will continue to achieve tremendous success.

Thank you for your consideration,

Ashley Danielson  
Trilix

Business Record Forty Under 40 Class of 2015

January 5, 2016

It is with great pleasure and without reservation that I recommend Emily (Beckmann) Nichols as a nominee for the 2016 Forty Under 40 award.

Emily continually demonstrates "word and values to action" by constant vigilance regarding her professional/personal development. This is evidenced by her dedication to continued growth through education, Community involvement, Professional organizational memberships and volunteerism. All of which are cited in her resume. (AMA, Leadership Iowa, Salisbury House, The Heart Connection...Drake University)

The uniqueness of Emily shines in the way she weaves commitment to organizations when she assumes leadership roles, lends her professional expertise through volunteer assignments, and gifts her knowledge of marketing to non-profit organizations during her volunteer time.

Emily brings with her natural leadership skills combined with the humbleness of reflection and commitment to always grow through assignments focused on development blended with a insatiable curiosity and the drive to earn customer satisfaction.

Emily has a wonderful balance of life, professional goals, personal goals balanced with a strong foundation of values. She is well respected by colleagues, leaders and those who are fortunate enough to enjoy an "Emily experience" - one filled with vision, humor, respect, drive, commitment, delivery and reflection.

My life path is "better" through an "Emily experience" - she sets the bar high for current and future leaders.

Sincerely,

A handwritten signature in cursive script that reads "Lin Chapé".

Lin Chapé  
Consultant  
Chapé Consults

## **Recommendation of Emily Nichols into the 2016 Class of the Business Record's "Forty Under 40"**

I am Mike Dykstra; Creative Services Specialist at Kinze Manufacturing, Inc. in Williamsburg, Iowa. I am responsible for most things creative at Kinze – from collateral to museums to trade shows and more. We have been a client of Lessing Flynn for over three decades, and I have had the pleasure of working with Emily Nichols for the past four-and-a-half years.

Emily serves as Kinze's account manager at Lessing Flynn, and ensures that all of our out-of-house marketing projects are done on schedule, on budget and to the highest quality. This is definitely not an easy task since many times our timelines are too short, the budgets are too small and the creative direction is not always clearly defined. But because of her professionalism, her incredible project management skills and her natural creative bent, she gets the job done.

While she approaches every project with focus and determination, she also does it with a sense of humor and a smile on her face. We have worked together for many hours on end, and even when we have hit a wall she continues to remain cool, calm and collected, and miraculously has a plan to get things done. She even has the grace and tact necessary to manage me, and I know I would not be successful in my work if it were not for the incredible skills that this young lady possesses. She is an awesome team player and a good friend.

So, without any reservation, I highly recommend Emily Nichols to be inducted into the 2016 Class of the Business Record's "Forty Under 40". She is a young leader that displays skills, abilities and wisdom beyond her years.

Kindest regards,  
Mike Dykstra

January 11, 2016

Forty Under 40 Nomination Committee  
Des Moines Business Record  
The Depot of Fourth – 100 Fourth St.  
Des Moines, Iowa 50309

Dear Forty Under 40 Nomination Committee,

On behalf of Mentor Iowa, I would like to nominate Emily Nichols for the 2016 Des Moines Business Record Forty Under 40 Award. The many roles Emily has performed for our organization have impacted the lives of the children of Mentor Iowa through being a mentor and sponsor of many special events we offer.

Emily started her involvement with Mentor Iowa in 2010. She became a mentor for her mentee in 2010 and I am proud to say her match is still going strong to this day. Emily and her mentee attend many Mentor Iowa sponsored group events and they share a strong bond with each other. Since 2011, Emily has participated in several drives to help the overall program to help our children. Emily has involved her company, Lessing-Flynn, in providing supplies for our Back to School Bash held every August. Also, Lessing-Flynn has participated in our annual adopt a family program to make the holiday season brighter for the children of Mentor Iowa.

I am very proud to say Emily Nichols is a member of the Mentor Iowa family. Her dedication and willingness to assist the program is amazing. Emily is a volunteer who gives of herself selflessly and truly wants to make a difference in the life of a child. I know that she is also involved in a wide variety of other service groups in the community. It is amazing to see how one person can make an impact with several organizations.

As a member of the 2008 Forty under 40 class, I have met a lot of wonderful and talented people who have achieved business success and given back to the community. Emily Nichols is the right selection for the 2016 class due to her high energy and dedication to help others. The ongoing support she gives to our non-profits in our community creates awareness they so rightly deserve.

If you would like to learn more Emily Nichols and her dedication to our program, please feel free to contact me at 515-277-9797.

Sincerely,



Marty Lester  
Executive Director

*Every Child Deserves A Future*





To Whom It May Concern:

It is my pleasure to recommend Emily Nichols as an exceptional candidate for the Business Record's Forty Under 40 awards. Emily is an outstanding student who brings strong communication skills, public speaking ability, logical thinking about critical issues and a dedication to developing her skills as a valuable member of society. Our program has been enhanced by her involvement.

I have the privilege of working with Emily in Drake University's School of Journalism and Mass Communication in the Master of Communication Leadership (MCL) degree program. Taking a mix of business and communication courses, Emily repeatedly demonstrates her dedication to bettering the communication industry. She leads discussion among her cohort and offers real-world examples from her professional career that often help her classmates to better understand how the classroom concepts can apply in their lives.

Her work ethic is exceptional. In various projects conducted with community partners, Emily consistently delivers innovative solutions for nonprofits in the area, most recently working with Perry, Iowa, leaders to promote economic development in the city. She brings value to the class because of her enthusiasm for the important role communication plays in society and her dedication to improving our community through her involvement in the American Marketing Association and other organizations—just a few of the many ways Emily exceeds my expectations.

Emily's focus on developing her leadership skills in preparation for her increasing role as a communication leader in Iowa makes her an ideal candidate for this honor. You can be proud of the way Emily represents your organization. I know that we are proud to call her a 'Bulldog.' For these reasons, I thank you for your consideration.

Sincerely,

<SIGNED ELECTRONICALLY>

Dr. Kelly B. Bruhn, APR  
Associate Dean  
Associate Professor – Public Relations  
Drake University School of Journalism and Mass Communication  
515-271-2124  
kelly.bruhn@drake.edu

118 Meredith Hall  
2507 University Ave  
Des Moines, Iowa  
50311-4505

T 515.271.3194  
F 515.271.2798  
www.drake.edu

January 5, 2016

Business Record  
Attn: Jason Swanson  
100 4th Street  
Des Moines, IA 50309

40 Under 40 Committee,

Please accept my letter of recommendation for Emily Nichols as a member of the 2016 40 Under 40 class. Emily embodies servant leadership and is an excellent representative of all the great things happening in the Des Moines area. She recognizes the importance of giving back to the community because it's the right thing to do. Most importantly, Emily believes success does not happen because of just one person but is built because of strong partnerships.

Emily has a tireless passion to build a better, stronger community which is evident by her volunteer engagement with area youth. Since moving to Des Moines in 2009, Emily's engaged with several non-profits focused on improving and enhancing the lives of children who need a strong advocate or at times, just a good friend. She serves children who aren't having the best life experiences, the children that likely hope for life to be just be "normal". Examples of Emily's influence on metro youth:

**Mentor Iowa:** In her role as a mentor for Mentor Iowa, Emily positively influences children who are under the jurisdiction of Juvenile Court. Her impact on the children and their families is immediate but as research confirms, mentoring has powerful, long-term, positive results for our community. The impact of her relationship with these children and Mentor Iowa has been profound, life-changing.

**Children's Cancer Connection:** For more than seven years, Emily's been part of the Children's Cancer Connection family, serving as the organization's director of communication and marketing from 2009-2011. Today as a volunteer, she provides pro bono marketing support to help the organization and its events thrive in order to provide quality programs for education, recreation and support.

**Courage League Sports:** As a member of the 2014 Greater Des Moines Leadership Institute, Emily became connected with Courage League Sports. I met Emily in her professional role with Lessing Flynn during her GDMLI experience. She was so proud to be part of the class project, "Play it Forward" which encompassed a facility remodel and the purchase of state-of-the-art exergaming system. Participating in the project challenged her professionally and personally but the end goal of providing equal access to children of all abilities was the driving force.

Children are our most valuable asset and with the help of empathetic, compassionate and dedicated volunteers like Emily Nichols, this investment reaps so many benefits. Thank you for considering Emily Nichols as part of the upcoming class.

Sincerely,



Nicole Peckum  
Marketing Communications Manager, Kemin Industries  
515-291-3247



January 5, 2016

To whom it may concern,

I've had the privilege to work with Emily since I hired her almost 5 years ago. In that time, Emily has grown from an entry level project manager to key account manager for some of the agency's largest clients. She also simultaneously serves as the manager of our company's growing interactive department. And if that wasn't enough, she also heads up the company's "Mental Well-Being Committee" charged with creating a great culture within the company. Emily is one of the most energetic, enthusiastic people I've met, and her energy and enthusiasm has directly benefited our company in terms of growth and culture since she joined our team.

Beyond her work at Lessing-Flynn, Emily is a fully engaged champion of the Des Moines community. She has held several board positions on the Iowa Chapter of the American Marketing Association. She was selected to the 2014 class of the Greater Des Moines Leadership Institute where she helped lead the class in their support of the newly launched Courage League Sports. She has served as an active member and board member of the Young Professionals Connection. She also is an active alum and enthusiastic supporter of Simpson College where she regularly returns to share her experience with students there. She actively supports of a number of charitable organizations in the area, including Mentor Iowa. Her personal blog, "The Dish on Des Moines" highlights local events, restaurants and other activities around the central Iowa area. To put it plainly, if there is something happening in Des Moines, Emily is probably involved somehow.

Emily is in her final semester of earning her Masters of Leadership Communications degree from Drake University.

In all my years in Des Moines, I've worked and met with a lot of young people. I can't think of anyone to better represent the up-and-coming next generation leadership of Des Moines than Emily. She is definitely deserving of the 40 Under 40 recognition.

Sincerely,

Tom Flynn  
President, Lessing-Flynn Advertising

# SIMPSON COLLEGE



December 21, 2015

RE: Emily Nichols, Forty Under 40

Dear Forty Under 40 Selection Committee:

I was recently notified of Emily Nichols' nomination for the 2016 Class of Forty Under 40. This was exciting news as I believe Emily is very deserving of this honor due to both her professional and volunteer work within the Des Moines metro area. It is my privilege to provide you with the following recommendation.

I first came to know Emily in 2008 when she joined the Simpson College Student Ambassador staff which I supervised in my role as an admissions counselor. While supervising Emily, I had a sense that she would become a leader and would be dedicated to giving back to her community in her post-college life. This hunch has been realized as Emily now epitomizes young professional leadership in Des Moines. I continue to work closely with Emily as she serves on the Simpson College Alumni Association Board of Directors. I oversee this board in my current position as Director of Alumni Relations.

As you may already be aware, Emily has been very successful in her professional career with Lessing-Flynn Advertising. I feel that her success can be directly attributed to her strong work ethic and ability to communicate and build meaningful relationships with those that she encounters. Emily carries herself in a professional manner and always has a spirited and positive disposition that draws people to her.

Emily's dedication to philanthropy is quite apparent. Outside of her work, she spends a majority of her time volunteering for various organizations within the Des Moines community. She is, or has been, actively involved with the Iowa Chapter of the American Marketing Associations (director of sponsorships), the Greater Des Moines Leadership Institute, Children's Cancer Connection (director of marketing and communication), Young Professionals Connection (marketing chair), the Simpson College Alumni Association Board of Directors and is a mentor for Mentor Iowa and the Simpson College Alumni Mentor Program.

Emily also promotes Des Moines through her blog, "The Dish on Des Moines," which I encourage you to peruse. Doing so will illustrate Emily's love for her community and for her dedication to the advancement of the Des Moines metro.

It is for the above mentioned reasons that I provide my unqualified recommendation of Emily Nichols for inclusion in the 2016 Class of Forty Under 40. She will undoubtedly be a great addition to your Class as she embodies the characteristics of a young professional and will represent your class with honor and dignity. Thank you for your consideration of Ms. Nichols.

Sincerely,

Andrew C. English  
Director of Alumni Relations, Simpson College

Office of Alumni Relations

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701 North C Street • Indianola, Iowa 50125 • 515-961-1544 • fax: 515-961-1594  
toll-free: 800-610-6369 • e-mail: [alumni.office@simpson.edu](mailto:alumni.office@simpson.edu)