



January 4, 2016

It is an honor and a pleasure to recommend Emily Nichols for the 2016 Business Record Forty Under Forty award.

I have worked with Emily daily for nearly five years when she started at Lessing-Flynn advertising. I have become to know Emily extremely well and am confident that she is most deserving of this award and recognition.

Emily is a hard worker and has a very strong work ethic. In all she does, she gives 100 percent and inspires others to achieve as well. In addition to managing several key accounts for the agency, Emily has been instrumental in the growth and development of our company as she champions our digital and interactive service offerings.

In addition to the energy and passion she brings to our office every day – Emily is very focused on self-improvement, personal development and growth. She actively seeks out new learning opportunities and brings that knowledge and learning to others. She will receive her Masters of Communication Leadership degree from Drake this coming spring.

Emily cares deeply for the Des Moines community and is actively involved, dedicating much of her time to Iowa associations and charitable organizations. She is also a very compassionate person who is actively involved with charities and organizations to support young people in need. A few examples include:

- *Iowa Chapter of American Marketing Association board member.*
- *Greater Des Moines Leadership Institute class of 2014*
- *Courage League Sports volunteer & fundraising*
- *Young Professionals Connection*
- *Simpson college alumni & student ambassador*
- *Mentor Iowa volunteer*
- *Children's Cancer Connection volunteer*
- *Salisbury House, public program promotion and marketing*

In addition, Emily helps promote the Des Moines community, events and attractions through her blog, "Dish on Des Moines".

There is no denying Emily's passion and dedication for Des Moines, the State of Iowa, and for young people. She has inspired many others in our office to grow, to take action and to get involved in the community. It is an honor to recommend Emily for this very deserving award.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Held', written in a cursive style.

Jessica L. Held  
Vice President & Principal, Lessing-Flynn Advertising



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,

A handwritten signature in black ink, appearing to read 'Tom Flynn', with a long horizontal line extending to the right.

Tom Flynn  
President, Lessing-Flynn Advertising

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)

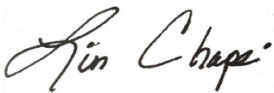
The uniqueness of Emily shines in the way she weaves commitment to organizations when she assumes leadership roles, lends her professional expertise through volunteer assignments, and gifts her knowledge of marketing to non-profit organizations during her volunteer time.

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 black ink that reads "Lin Chapé". The signature is written in a cursive, flowing style.

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



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

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