

January 14, 2016

Dear Forty Under 40 committee:

Kathleen Riessen is an outstanding business leader, volunteer and mother and is deserving of being one of this year's Forty Under 40 recipients.

Nearly eight years ago Kathleen decided to venture out on her own after working as a public accountant and at an advertising agency. This was just a few months before the birth of our first son. I was skeptical that she could make it work. She proved me wrong and, with her business partner, has built Measured Intentions; a strong and growing business that is well-respected for their strategic work and deep relationships in the business community.

In addition to Measured Intentions, Kathleen co-owns two Farrell's U.S. Martial Arts and eXtreme Bodyshaping locations in Des Moines with me. The business has a huge impact on the lives of hundreds of students every day; helping people achieve their fitness goals, increase their self-confidence and providing a positive environment for kids and adults to be outstanding contributors to their communities.

Kathleen also spends many hours every month volunteering her time. She spends time at church and in our kids' classrooms on a regular basis. In the past, she has held volunteer leadership positions with the American Advertising Federation on a local and regional level. She has also served as a kitchen co-chair in our church's annual turkey dinner...a fundraiser that serves over 1,000 people and raises over \$25,000 for the church in just a couple of hours.

Kathleen's dedication to her family is unwavering. Even with the demands of owning two businesses and volunteering her time she still makes our family a priority. She makes it a point every week to take time off on Mondays and Fridays to spend additional time with our kids. She is also largely responsible for shuttling kids to and from practices and events because of my long hours.

Kathleen is an amazing woman and her success has not been an accident. Her commitment to the business community, coupled with her commitment to her community and family make her a prime candidate for the Business Record's Forty Under 40.

Sincerely,

Josh Riessen