



IOWA ASSOCIATION OF
BUSINESS AND INDUSTRY

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January 8, 2016

Ms. Michele Farrell
Partner
Measured Intentions
8510 New York Avenue
Urbandale, IA 50322

Dear Michele:

It has come to my attention that Kathleen Riessen is being nominated for inclusion in the "Forty Under 40" class selected by the *Des Moines Business Record*. I send this letter to support that nomination.

It has been my pleasure to be acquainted with Kathleen for several years. In that time, I have come to know her as a personable and effective leader. Kathleen is a partner in a successful business, started during the great recession, and now prospering in part due to her leadership.

While playing a leadership role in her own business, Kathleen is a leader in her industry, having held several positions within the American Advertising Federation at the local, District, and even National levels. She has been recognized by her peers, having won AAF awards in 2007, 2009, and again last year.

In addition, Kathleen is a licensed CPA and a nationally-known speaker at conferences and events. Finally, Kathleen takes seriously the charge to give back to her industry and serves as a mentor for college students and young professionals. She is active in the Iowa Association of Business and Industry and is heavily involved in the community. I recommend her highly.

Thank you for this opportunity to write on behalf of Kathleen Riessen. I hope she is selected for the "Forty Under 40" class. With best wishes.

Sincerely,

Michael Ralston
President