

January 15, 2016

To Whom It May Concern:

I am honored to submit this nomination on behalf of Kelly Eagle for recognition as one of Des Moines Business Record's Forty Under 40 for 2016.

Kelly is the marketing director for LS2group, a bipartisan public policy, public relations, and marketing firm located in Des Moines and operating nationwide with more than 50 staff members in seven Midwest states.

Our marketing department began as a result of clients asking LS2group to produce videos, displays, and advertising on their behalf. Kelly joined LS2group in November 2014 and quickly took control of this new endeavor.

To the partners at LS2group, leading a profit-making department of the company is a challenging responsibility. Her guidance earned the respect of clients and LS2group partners alike. Kelly's leadership and skills helped LS2group be recognized as the Best Public Relations Firm in the 2015 Des Moines Business Record.

On behalf of our client, Harrisvaccines, Kelly managed the production of four 30-second videos highlighting the company, its employees, and its technology. The videos were submitted to the 2015 Prometheus Awards in Harrisvaccines' honor. Harrisvaccines was a finalist for seven categories and won two – Best User of Technology and Technology Company of the Year.

Demonstrating a fun side to her multi-platform marketing passion, Kelly managed the start-to-finish production of LS2group's 2015 Christmas video and social media campaign coinciding with the release of the video. The ten-month project wrapped up in December 2015 with the release of the video to clients, colleagues, and friends, reaching more than 8,000 individuals.

Before arriving at LS2group, Kelly was a digital editor for Better Homes and Gardens, where she created content strategies for a number of its publications. Before Better Homes and Gardens, Kelly was an editor for Country Home magazine and Atlanta Homes & Lifestyles magazine.

While Kelly has demonstrated passion for creating coordinated brand-awareness content on multiple platforms is inspiring to us, her commitment

to her family and community exhibits the leadership that we want all our team members to emulate.

As a board member and secretary of the Waukee Public Library, Kelly is involved with community outreach as they prepare to build on the success of their Story Time programs. Kelly also coaches her oldest daughter in the Waukee Little Sluggers softball league. Kelly, her husband, and two daughters are also members of St. Boniface Catholic Church in Waukee.

Leadership in the company and leadership in the community are two of the reasons the Des Moines Business Record should acknowledge Kelly Eagle in the 2016 Forty Under 40 class.

Thank you for your consideration. If I can answer any questions, I would be happy to assist.

LS2group Partners



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Dear Des Moines Business Record:

Kelly Eagle, of LS2group, has been the primary marketing director for Harrisvaccines since November 2014. In that time, I have directly witnessed the professionalism and expertise in quantifying our business growth through her and her team's marketing efforts. Her ability to directly communicate and listen to her clients has transcended her own personal career achievements to the successes of her employer and her marketing campaigns.

She goes above and beyond what most clients deserve in terms of availability, negotiation, and patience while never making excuses for not meeting expectations. I have also seen the team she manages grow in professionalism, confidence, and effectiveness. She is a true leader.

I strongly recommend Kelly be acknowledged for achievements not just what she has done for Harrisvaccines in brand awareness and business growth, but for all her work thus far.

Sincerely,

Joel Harris  
Head of Sales and Marketing for Harrisvaccines, Inc.

January 15, 2016

To the Business Record:

It makes us extremely happy and proud to nominate our marketing director, Kelly Eagle, for the Business Record's 17<sup>th</sup> annual Forty Under 40 awards. Kelly has been nothing short of an amazing manager, mentor, and peer to the both of us at LS2group, a local marketing, government affairs, and public relations firm. Not only has she helped grow and shape our marketing department into what it is today, she has made great strides as a leader since she joined LS2group in November 2014.

You wouldn't recognize Kelly as director of marketing; she is too busy working as a team player with all levels of associates across the company. Kelly's willingness to mentor and grow those she supervises is inspiring, as she truly understands the importance of fostering relationships. Kelly recognizes the effect of trusting her associates, as we are responsible for ensuring client work is done on time and correctly. This only increases our drive knowing that we are trusted to spearhead projects on our own.

One example of Kelly's leadership and commitment to our team is a particular media buy we had this past fall. All hands were on deck as we were handling a fairly large television buy to be placed across the entire state. Media buys are not only time consuming and tedious, but also sometimes difficult because there are many moving parts. Kelly coached and stayed with us into the night to make sure we covered all of our bases. She made us both feel valued and comforted that she stood by our side until the job was done. And it was a great reward after executed successfully.

Kelly's leadership and quality of work is not only inspirational to us, but it is also recognized at the executive level. Kelly was promoted to director only six months after she began at LS2group, an honorable and well-deserved advance that our team deemed nothing but appropriate.

Kelly is also involved in the community in which she resides, as she sits on the Waukee Public Library board and works to make the library an exciting place for young ones and their families to come and enjoy. And while she balances both work and community involvement, she is also mother to two girls under the age of six. Not only does she go above and beyond in her role at LS2group, she puts in just as much effort outside of the office. Whether she's headed to a board meeting or she's meeting a client for coffee, Kelly is working to better herself and those close to her.

Kelly even kick-started a quarterly book club at LS2group, where we meet every few months to discuss the chosen book and improve professional development. The first selection was *Leaders Eat Last* by Simon Sinek, a book that highlighted the importance of executives trusting their associates to increase inspiration, success, and production. That is exactly what Kelly does at LS2group. She creates an environment in which our team naturally wants to work together to do remarkable things for our clients. We couldn't be more appreciative.

We both thank you for the opportunity to nominate Kelly for the Forty Under 40 awards!

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