



Liz Lidgett
Adore Your Walls
3217 John Lynde Rd.
Des Moines, IA 50312

December 22, 2016

Business Publications
100 4th St.
Des Moines, IA 50312

To the 40 Under Forty Judges:

Please accept my recommendation of Kylee Krizmanic for the 2017 40 under Forty class.

I have had the pleasure of knowing Kylee for four years and in that time I've had the pleasure of working with her at Meredith and volunteering with the Greater Des Moines Leadership Institute. Through these experiences I've been inspired by her creativity, her work ethic, and her dedication to Des Moines.

Kylee has worked at Meredith Corporation for over six years and in that time has risen from social media manager to the amazing position of Creative Director of Midwest Living. Kylee is a force who can simultaneously see the big picture and understand the details. Her current position as Creative Director entails her overseeing a full design staff and workflow for over 20 issues and special projects each year. As a freelancer working for Meredith and with Midwest Living, Kylee has been an incredible mentor. She has a vision for our stories we tell together and teaches process along the way.

She is also a devoted community member. Kylee donates her time and talent to numerous organizations including ChildServe, the Leadership Institute, Marcy's Meals, United Way, and Art Route to name a few. She is the living embodiment that you can always do more. With a career and a family she still makes time for those organizations and people who are important to her.

I am constantly in awe of Kylee. People like her are the reason this award was created.

Sincerely,

Liz Lidgett

December 26, 2016

Dear Emily Abbas (nominator) and the Editors of the Business Record:

A person named as a member of the Business Record's 40 under 40 is generally a person that has contributed significantly to our greater Des Moines community and has given indicators to those around them that they will continue to do so well into their future. In my mind, a true 40 under 40 does this work and sets this example as a simple extension of their daily life. To me, a truly deserving individual would be one that lives their life with a sense of purpose and a desire to help those around them reach their own purpose. With this criterion established and with respect to my experiences in community work, professional life, and via my capacity as the Board Chair-Elect of the Greater Des Moines Leadership Institute, I am proud to recommend **KYLEE KRIZMANIC** to be named as a 2017 Business Record 40 under 40.

Kylee Krizmanic approaches her life and her work with a deep sense of purpose. Kylee, raised in Indianola, has a deep appreciation for her Central Iowa roots. She has had opportunities to move elsewhere, but has made the intentional decision to live and raise her family here. Kylee is a fierce advocate for our community and the people in it. Currently, Kylee is in her 2nd term serving on the ChildServe Board of Trustees (since 2013) and is a past co-chair of ChildServe's wildly successful Bubble Ball event. As a member of the Greater Des Moines Leadership Institute's 2014 Community Leadership Program, Kylee was a central figure in that year's class project, a \$140,000.00 facility transformation for Courage League Sports, located in Urbandale. I was her co-chair for the Design and Construction components of the project, and I can attest that Kylee's leadership and design skills were integral to the major success that the class attained for Courage League Sports. Kylee's community impact goes beyond the above examples to encompass her work as a member of the United Way Women's Leadership Connection, Art Route DSM, Young Variety, Des Moines Art Center Salon 4700, Art Noir, and the list goes on.

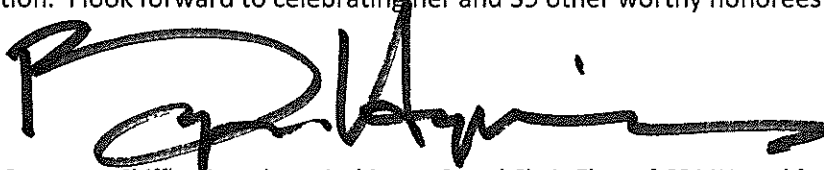
Kylee's extensive work for our community by itself is impressive, but to me, the fact that she can accomplish so much for this area while achieving the highest level of excellence professionally is doubly impressive. Kylee is the Creative Director of Midwest Living Magazine. She directs the creative content and visual storytelling across multiple platforms (print and digital), while mentoring and directing a full staff and growing the magazine's clientele. She earned the right to achieve this lofty position by working through the ranks of Meredith Corporation, starting as Social Media Manager, progressing to Deputy Art Director for Better Homes and Gardens magazine, cumulating in her current position...all achieved in 6 short years.

With great respect and admiration for all the impressive professional and community outreach credentials presented above, it is my opinion that Kylee's greatest accomplishment is that with everything else on her plate, she is equally as successful as an unabashedly proud mother to two wonderful daughters. Her daughters are truly blessed to be able to grow up with Kylee as a role model. Kylee's ability to balance her professional, community, and family lives with great success is a testament to her driven character, and as she would undoubtedly state herself, the support of her loved ones all of whom want her to be able to continuously succeed.

Hmmm. It all makes her seem...well...superhuman, doesn't it? Kylee isn't superhuman. She is a product of her genuine desire to affect positive change in our community, her talent and creativity to excel professionally, and her all important support system of loved ones and friends that are drawn to her warm, down-to-earth personality and contagious "can do" positive attitude. Kylee Krizmanic is deserving of the honor of being a Business Record 40 under 40 in 2017. From what I can see, Kylee Krizmanic is just getting started, and I look forward to seeking her advice and following her lead for many years to come.

Emily, thank you for your nomination of Kylee, and Editors of the Business Record, thank you for your consideration of Kylee's nomination. I look forward to celebrating her and 39 other worthy honorees this Spring.

Sincerely,

A handwritten signature in black ink, appearing to read "Bryan Huggins", with a long horizontal flourish extending to the right.

Bryan Huggins, Partner at Shiffler Associates Architects, Board Chair-Elect of GDMLI, and fan of Kylee Krizmanic

December 19, 2016

To the Forty Under 40 Review Committee,

I'm very pleased to recommend Kylee Krizmanic for recognition on the *Business Record's* 2017 Forty Under 40 list.

Career Achievements

I hired Kylee as creative director in early 2016 to help accelerate our brand's identity across multiple platforms, including a print magazine, digital extensions, live events and content-marketing projects nationwide. Kylee has consistently validated the high expectations I had for her. She has not only enhanced our products' visual presentation, but has used her extensive connections to help our brand partner with top-notch designers, photographers, artisans and more. Kylee offers a rare skillset combining creative vision and business sense. I have quickly come to rely on her as a key adviser as we create publications and digital programs each day and pitch business to new clients. She puts a high priority on consistently improving her own skills as well as those of the people she manages.

Community Involvement

In addition to her professional activities, Kylee widely applies her talents to improving the quality of life throughout the Des Moines area. She helped found ChildServe's Bubble Ball, which has raised the bar for charity events in our city. She graduated from the Greater Des Moines Leadership Institute and continues to mentor leaders in classes behind her. When Kylee hears me talking about community projects I work on, she readily asks how she can help. For example, she recently recruited a professional photographer and food stylist to create images for menu boards at the Freedom for Youth Coffee Cabin/job training center.

Kylee is an energetic, solution-oriented leader who is always looking for the extra step that will ensure a project reaches its potential. I'm confident that she deserves recognition as one of Des Moines' brightest young leaders.

Trevor Meers

Editorial Content Director, Midwest Living/Meredith Travel Marketing

A letter of recommendation from **Soozie McBroom** was dropped off at the Business Record. Please attach it to this nomination.