

January 6, 2017

Business Record Forty Under 40 selection committee,

I am writing in support of the nomination of Samantha Fett as one of the Business Record's 2017 Forty Under 40 award recipients. I have known Samantha both personally and professionally for over 15 years and she is very deserving of this honor.

Samantha currently serves as Sales and Marketing Director for Customized Newspaper Advertising (CNA), the sales and marketing arm of the Iowa Newspaper Association (INA). CNA is recognized as a national newspaper and online sales, planning and placement organization. In addition to her sales management responsibilities, Samantha oversees all CNA marketing and research efforts. During Samantha's tenure, CNA has regularly exceeded \$10 million in annual sales.

Samantha interned with CNA before graduating from Drake University in 2001. Upon graduation, she was hired to sell classified advertising. She has excelled in sales and management at CNA. Samantha is intelligent, creative and hard-working. As her supervisor, I found her to be an extremely quick study and someone who excelled at customer service.

Iowa's 280+ newspapers rely on the efforts of CNA for their continued success. Newspapers are a critical resource for local information in towns all across this state and newspaper owners and employees volunteer in countless leadership roles. Through the revenue generated for these papers by CNA and the training and legislative representation provided by INA, these papers continue to thrive and serve their communities.

Samantha's career led her briefly into pharmaceutical sales before returning to CNA in 2009. When CNA had an opening in its sales department, I sought out Samantha to return to our team and, fortunately for CNA, she did so. I quickly promoted her to Inside Sales Manager and, upon my retirement, my successor promoted her to Sales and Marketing Director, overseeing the inside and outside sales teams, as well as the media department.

I would describe Samantha as a "no-nonsense" manager with a keen understanding of what it takes to get the job done. She has high expectations for her team and models commitment, hard work and loyalty.

Among the qualifications for Forty Under 40 recognition is being a well-rounded individual. While excelling at a full-time career, Samantha and her husband have raised two daughters and Samantha has devoted countless volunteer hours to her church and other non-profit organizations. In Samantha's case, well-rounded also means raising chickens at her rural Carlisle residence, taking in stray dogs, teaching dance lessons, accompanying teens on mission trips and much more.

Without hesitation, I recommend that the Business Record honor CNA Sales and Marketing Director Samantha Fett among its 2017 Forty Under 40 award recipients.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Chris Mudge". The signature is written in a cursive, flowing style with a large initial "C" and a long, sweeping underline.

Chris L. Mudge  
Retired Executive Director, Iowa Newspaper Association