



January 5, 2017

To whom it may concern,

I've had the privilege to work with Emily since I hired her almost 6 years ago. In that time, Emily has grown from an entry level project manager to key account manager for some of the agency's largest clients. She also simultaneously serves as the manager of our company's growing interactive department. And if that wasn't enough, she also heads up the company's "Mental Well-Being Committee" charged with creating a great culture within the company. Emily is one of the most energetic, enthusiastic people I've met, and her energy and enthusiasm has directly benefited our company in terms of growth and culture since she joined our team.

Beyond her work at Lessing-Flynn, Emily is a fully engaged champion of the Des Moines community. She has held several board positions on the Iowa Chapter of the American Marketing Association. She was selected to the 2014 class of the Greater Des Moines Leadership Institute where she helped lead the class in their support of the newly launched Courage League Sports. She has served as an active member and board member of the Young Professionals Connection. She also is an active alum and enthusiastic supporter of Simpson College where she regularly returns to share her experience with students there. She actively supports of a number of charitable organizations in the area, including Mentor Iowa. Her personal blog, "The Dish on Des Moines" highlights local events, restaurants and other activities around the central Iowa area. To put it plainly, if there is something happening in Des Moines, Emily is probably involved somehow.

Emily recently earned her Masters of Leadership Communications degree from Drake University - all while working full time at Lessing-Flynn and keeping up her volunteer commitments.

In all my years in Des Moines, I've worked and met with a lot of young people. I can't think of anyone to better represent the up-and-coming next generation leadership of Des Moines than Emily. She is definitely deserving of the 40 Under 40 recognition.

Sincerely,

Tom Flynn
President, Lessing-Flynn Advertising



January 12, 2017

It is an honor and a pleasure to recommend Emily Nichols for the 2017 Business Record Forty Under Forty award.

I have worked with Emily daily for nearly six years since she started at Lessing-Flynn advertising. I have become to know Emily extremely well and am confident that she is most deserving of this award and recognition.

Emily is a hard worker and has a very strong work ethic. In all she does, she gives 100 percent and inspires others to achieve as well. In addition to managing several key accounts for the agency, Emily has been instrumental in the growth and development of our company as she champions our digital and interactive service offerings.

In addition to the energy and passion she brings to our office every day – Emily is very focused on self-improvement, personal development and growth. She actively seeks out new learning opportunities and brings that knowledge and learning to others. She recently received her Master's of Communication Leadership degree from Drake last spring.

Emily cares deeply for the Des Moines community and is actively involved, dedicating much of her time to Iowa associations and charitable organizations. She is also a very compassionate person who is actively involved with charities and organizations to support young people in need. A few examples include:

- *Iowa Chapter of American Marketing Association past board member and current member*
- *Greater Des Moines Leadership Institute class of 2014*
- *Courage League Sports volunteer & fundraising*
- *Young Professionals Connection past board member and current member*
- *Simpson College Alumni Board and Multimedia Advisory Board*
- *Mentor Iowa volunteer*
- *Children's Cancer Connection volunteer*

There is no denying Emily's passion and dedication for Des Moines, the State of Iowa, and for young people. She has inspired many others in our office to grow, to take action and to get involved in the community. It is an honor to recommend Emily for this very deserving award.

Sincerely,

Jessica L. Held
Vice President & Principal, Lessing-Flynn Advertising

January 10, 2017

Dear Ashley Danielson (nominator) and the Editors of the Business Record:

I believe 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. With this thought in mind, I am proud to recommend **EMILY NICHOLS** to be named as a 2017 Business Record 40 under 40.

Emily Nichols is a devoted advocate for Central Iowa, having been raised in Johnston and now settled in Ankeny along with her husband, Levi. Emily is an alumnus of Simpson College (Bachelor of Arts) and Drake University (Master of Communication Leadership), and has applied her considerable talent towards serving many local non-profits including the Young Professionals Connection (past Board member), Salisbury House, Iowa Chapter of the American Marketing Association (past Board member), Mentor Iowa, Simpson College, and the Greater Des Moines Leadership Institute (current Board member). Emily is currently and actively involved with all of these organizations while excelling in her "day job" as the Interactive Director and Account Manager at Lessing-Flynn Advertising.

It's hard to believe that Emily can balance all her interests and commitments as well as she does, but I've seen her do it with my own eyes. Emily and I were fellow classmates in the 2013-2014 Community Leadership Program of the Greater Des Moines Leadership Institute. As a member of the steering committee, Emily was a leader among distinguished leaders - an instrumental positive voice that ensured that our class' major transformation of the Courage League Sports facility in Urbandale would be a runaway success. Her work within our class was impressive, but to me, it was even more impressive that Emily continued to support and lead within the Institute after having completed the Community Leadership Program. When Emily believes in an organization, she works hard to ensure that organization's success. Emily has been a key member of the Alumni Committee, earning her the privilege to now lead that committee and becoming a member of the Board of Governors this past summer. The Greater Des Moines Leadership Institute is much better off due to her counsel and advocacy, and I, among many, am grateful for her many contributions.

My favorite thing about Emily just might be the fact that she's a mentor to others and that she herself actively seeks the advice of other mentors in our community. Whether as a member of the upcoming 2017 Community Connect class (being mentored to) or as a currently active mentor for others through Mentor Iowa or the Simpson College Alumni Mentoring Program, Emily applies her positive attitude and considerable talent towards seeing and encouraging the best in others. That is about the best thing I think I could say about a leader and a friend.

Emily is a product of Central Iowa. She was born and raised here. She was educated here. She has come into her own as an energetic leader here, and her positive influence in our community will only continue to grow. Central Iowa is a much better place for it.

Ashley, thank you for your nomination of Emily, and Editors of the Business Record, thank you for your consideration of Emily'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 the Greater Des Moines Leadership Institute

One of the smarter things I've ever done in business was encouraging the management team at Lessing-Flynn to hire Emily Nichols about six years ago. I met Emily at a networking event, which should come as a surprise to no one, and I knew right away she'd be a great addition to the agency. She has been that, and then some! *And I looked really smart because of it, so everybody wins!*

So why was I so impressed? I've never met a go-getter the likes of Emily Nichols. She works tirelessly in her effort to better herself, her employer and her community.

In the past six years alone, Emily has:

- Earned her MBA from Drake University
- Completed a course at the Greater Des Moines Leadership Institute
- Served on the AMA Iowa board
- Served on the Simpson Alumni board
- Served on the Des Moines YPC board
- Created and blogged for The Dish on Des Moines

Oh yeah, she also actively volunteers for groups like:

- Mentor Iowa
- Children's Cancer Connection
- Courage League Sports
- Everybody Wins! Iowa

And if that wasn't enough, she has successfully built a digital department at Lessing-Flynn all while managing some of the agency's largest client relationships. Look out world, Emily Nichols is here!

Want to feel lazy? Go take a look at Emily's LinkedIn profile. I'd be surprised if you find another nominee that can match both the energy and success Emily has had in making herself, her employer and her community – better!

Emily would make a great addition to the Forty Under 40 Class of 2017! Move forward with confidence.

Regards,

Josh Fleming
Business Record Forty Under 40 Class of 2013