

January 12, 2017

To Whom It May Concern,

I am writing in enthusiastic support to recommend Emily Nichols for the Business Record's 2017 Forty Under 40. I have known Emily since 2014, when she participated in the Greater Des Moines Leadership Institute's Community Leadership Program. Emily sets herself apart, as demonstrated through her tenacity to participate in a leadership program, as well as many other various professional and volunteer organizations. But these accomplishments only scratch the surface of her ability and character. Emily is the type of person who loves learning, excelling in the field of marketing, and giving back to the community. She's one of those rare people who works very hard and diligently to be successful, both professionally and personally.

Emily is a steward of our community and is a natural leader, balancing many roles through various organizations:

- Greater Des Moines Leadership Board Member
- Simpson College Multimedia Communication Advisory Board and Alumni Board
- Mentor Iowa Mentor
- Pi Beta Phi Iowa Beta Alumni Chapter Past President
- Iowa Chapter of the American Marketing Association Past Board Member

Not only has Emily achieved success through community involvement, she has also seen growth and advancement in her career as a marketing professional. She is the current Interactive Director and Account Manager at Lessing-Flynn Advertising, where she has worked since 2011, and previously served as Director of Marketing and Communication at Children's Cancer Connection. Emily possesses a strong work ethic and is a natural leader in her professional career.

For these reasons, and many more, I strongly recommend Emily Nichols for 2017 Forty Under 40.

Best Regards,

Emily Toribio, Corporate Outreach and Communications
Fareway Stores, Inc.

SIMPSON COLLEGE



12 January 2017

Selection Committee
Des Moines 40 Under 40 Committee
c/o Ashley Danielson
Trilix
615 Third Street
Des Moines, IA 50309

To the Committee:

I have been asked to write a letter endorsing the nomination of **Emily Nichols** as a member of the Des Moines 40 Under 40 group for 2017. I'm thrilled to support her. I've worked with and observed Emily for many years and have watched with pride and satisfaction as her career has taken off. He clearly is one of the best young professionals in the Des Moines metro area.

Emily was a student in Corporate Communication during her years at Simpson College, where I am chair of the program and was her instructor of record in many courses. A confident and assertive young professional, Emily also demonstrated excellent skill development and team-leadership skills while at Simpson, not only in the classroom, but also in student media and in her work with her on-campus sorority. She was one of those students whom you knew was going to be successful on leaving the college.

Since her graduation in 2008, Emily has more than demonstrated that we were correct in our assessment of her future. She began her career as a Communication Specialist at the Heart Connection in Des Moines before moving on to the Children's Cancer Connection, serving as director of marketing communication and getting an excellent introduction to the breadth of tasks that someone working in the non-profit environment must master. She moved to Lessing-Flynn in 2011 as an interactive director and account manager, where she has been providing strategy and management for several key clients for the agency.

Emily has also earned a Master's Degree in Communication Leadership in Drake and is now providing key support for her undergraduate alma mater by serving on the Multimedia Communication Advisory Board for Simpson. As her former professor, I knew that Emily would be valuable in this role because of her knowledge of the programs at Simpson, our mission and strengths, and how Simpson's programs can better serve the needs of the rapidly changing workplace in the Des Moines area.

Emily is the very model of what Des Moines has become over the past two decades — youthful, innovative, committed and community-oriented. I'm proud that she asked me to support her nomination, and I endorse her with my highest recommendation.

I hope the committee agrees and names Emily to this year's 40 Under 40 list. Good luck in your deliberations, and do let me know if I can offer any other help.

Sincerely,

A handwritten signature in black ink, appearing to read 'Brian J. Steffen', is written in a cursive, flowing style.

Brian J. Steffen, Ph.D.
Professor and Chair of Multimedia Communication

Re: Letter of recommendation for Emily Nichols
Business Record Forty Under 40 Nomination

Business Publications Corporation
100 SW 4th Street
Des Moines, IA 50309

January 10, 2017

Dear Review Committee,

Emily Nichols is a shining star and a rare find in the Des Moines community. A loyal employee and a dedicated advocate of our community, she has invested herself in our community to make a difference. She has served on committees and boards and has been involved in many community organizations including Mentor Iowa, Simpson College's Board and Multimedia and Journalism Advisory Board, Iowa chapter of the American Marketing Association Board of Directors and Young Professionals Connection. She is an avid volunteer and is ready to jump in with new ideas to make organizations better than before. Her dedication to our community is also shown in that she is a graduate of the Greater Des Moines Leadership Institute Class of 2014 and continues to give back to the organization as she is on the Board of Governors.

On a professional note, she is a devoted employee of Lessing-Flynn. Having talked with her manager, Emily is described as a delight to work with and a go-to person in the office. Creative and quick on her feet, she is always taking care of her clients and making sure things are done well and delivered on-time.

One thing that I find very unique about Emily is that she grew up in Johnston and attended Dowling High School. The community is familiar to her, yet she has still decided to make it her home. And not only is it her home, but she finds a purpose in continue to devote her personal time to giving back and partnering with organizations that truly need her help to do good work.

Emily would be very deserving of being recognized as a Forty Under 40.

Sincerely,



Angela Ten Clay
2016 Forty Under 40 Honoree