



HOTEL GRINNELL

Hello.

I am writing to you in hopes that you might consider Emily Counts as a Forty Under 40 candidate. Emily has worked for the Grinnell Convention and Visitors Bureau for five years and is now Communications Specialist for a startup hotel venture in Grinnell. Emily's work both as a communications specialist and as a community volunteer has been extraordinary.

Growing up on a dairy farm is the first indication of the tremendous work ethic Emily possesses. True to form, I have rarely witnessed anyone work so hard to make big things happen. In this rural city where resources are scarce, Emily brought the Convention and Visitors Bureau from the dark ages into the 21st century. She reinvented the digital front door of our community with her technical acumen, superior writing ability and social media expertise. In just a few years, the organization went from zero to thousands of social media followers and email subscribers. To date, Emily has brought 12 Iowa Tourism Awards home to Grinnell through events, marketing materials and other tourism initiatives.

Emily is fully engaged in the Grinnell community, volunteering for various philanthropic efforts and providing assistance and leadership to numerous boards and organizations. Emily's writing hobby has turned into a book about organization and her blog, [The Small Stuff Counts](#), now reaches tens of thousands each month. Emily is of outstanding character. When so many young people are flocking to urban areas, this city of 10,000 is fortunate to have this exceptional young woman determined to make big things happen in this small place.

Emily is making a difference every day in her community and at the same time becoming a marketing and public relations force to be reckoned with. A professional new media specialist that would rival any of her peers in big cities.

Thank you for your thoughtful consideration.

Angela Harrington
President/CEO
Catalyst Development LLC