January 13, 2016

Business Record

Forty Under 40

Nominating Committee,

I am nominating Sheena Kennedy as a Forty Under 40 candidate for consideration as one of my stellar employees. Sheena’s former employer actually told me I needed to hire her away from his company (who does that?) as it was time for her to grow and he knew we were the perfect company for her to spread her wings.

When someone says that, your mind starts to run and immediately you think, if this is the real deal, we’d be crazy not to create a position for her to join our company! And the real deal it has been and we have been beyond thrilled with having her on board and even more impressed than we thought we would be with all of the skillset she brings to solving our client’s event challenges.

Just yesterday, I received yet another email from a satisfied client about Sheena’s performance on a state-wide event this week … “She is doing a great job managing this on our behalf, our members and board members appreciate her leadership and professionalism and I appreciate that she is invested in its success.” The client then filled out a loyalty survey with even more awesome compliments. This is a normal occurrence for Sheena’s leadership.

To serve our clients better, Sheena volunteered to go through an association management training course, spanning half a year. Clearly demonstrating her leadership. She is recognized within our industry as demonstrated by the information and recognitions pointed out in the nomination form, and I’m proud of her work in the community too. She ALWAYS willingly participates in the company’s Community Outreach and Sharing & Caring quarterly outings to improve our community, has been helping support Iowa Hospitality Donation Network which we founded, avoiding wasting food and items hospitality partners can provide to the hungry and homeless, among other charity involvement activities throughout the year. Our company is certainly a Best Kept Secret as we have served a very prestigious clientele both internationally and nationally, to now making our mark in Iowa and Sheena is one you’ll be seeing with more regularity.

Respectfully Submitted,

Michelle DeClerck, CMP

President and Founder