

December 23, 2016

Jason Swanson, Director of Operations
Business Publications Corporation
100 4th Street
Des Moines, IA 50309

Dear Mr. Swanson,

It is my pleasure to nominate **Corey Morrison** for the Business Record's Forty Under 40 Award. I am the current Chair of the *Academy of Certified Brain Injury Specialists* (ACBIS) Board of Governors, a standing board of the *Brain Injury Association of America*. Our mission is to train and certify individuals who work in the field of brain injury rehabilitation. Our board is a bit unusual in that we are a roll up your sleeves, do the heavy lifting kind of board. Prior to nominating an individual for this board, we have a very frank discussion with candidates, ensuring they understand both the time commitment and the level of work involved. Not everyone heeds the call. Corey Morrison heeded that call.

When our board was explicitly seeking a marketing strategist to provide short term and long term planning for the marketing of our existing certifications as well as our numerous upcoming initiatives, Corey was the clear choice. She is the consummate professional, and more often than not, is the voice in the room grounding discussions and bringing conversations back when they veer too far off course.

She brings a sophistication to our marketing strategy that is much welcomed and much needed. With her leadership, we have a professional eNewsletter that follows industry standards, highlights the work of the Academy, highlights key industry research and news, and focuses on certificants making a difference in the lives of individuals living with a brain injury. Additionally, Corey has provided a new focus on metrics and targeted distribution.

From a long term strategic planning perspective, Corey's insights have been invaluable. She has focused our efforts to be more strategic, and more forward-thinking. In addition to chairing in the Marketing sub-committee, Corey works closely with six additional sub-committees to address the marketing needs of the products and initiatives represented by each sub-committee. Three of the six committees currently involve the introduction of new products/certifications, each of which requires Corey and her team to develop and implement a marketing plan. All of this occurring in a volunteer capacity!

I have been associated with this board for more than a decade now, and I can unequivocally say in her short tenure she has made a tremendous impact on how we market, how we strategize moving forward and how we can be more decisive with our messaging. I have also been in the field of brain injury rehabilitation for 25 years, and have regarded her program *On With Life*, as one of the gold standard programs. With Corey's efforts as the **Chief Strategy and Program Development Officer**, she has helped to spread that very message within the broader brain injury community.

In closing, as the Chair of the ACBIS Board, I could not possibly have asked for a better addition to our team. I wholeheartedly endorse Corey Morrison for the Business Record's Forty Under 40 award!

Best Regards,



Heidi Reyst, PhD, CBIST
Chair, ACBIS Board of Governors