

January 12, 2017

Dear Selection Committee,

I am writing this letter of recommendation in strong support of Kristine White's nomination for the Business Record's Forty under 40 award.

During the four years I served as communications director at Prevent Child Abuse Iowa, I worked closely with Kristine, who currently is serving her sixth year on the board of directors. I have always been impressed by the passion, hard work, and resources Kristine has given to PCA Iowa and her dedication to strengthening her community.

Kristine's greatest service to PCA Iowa has been sharing her marketing expertise and providing leadership in efforts to build awareness of how to prevent child abuse. She has worked collaboratively with communications and fundraising leaders to develop messages, videos, Child Abuse Prevention Month campaigns and social media outreach to better engage Iowans in supporting families before child abuse occurs. As Account Director at Performance Marketing, she has also engaged her coworkers to provide crucial support in graphic design, web development and most recently, an animated video telling PCA Iowa's core story. Together, this work has increased community involvement in the organization, which in turn, has helped increase its limited capacity to do important work.

At board meetings, Kristine asks critical questions and offers new ideas to move the organization forward. She provided input into the recent strategic plan and gave her time and dollars generously as the organization moved through a leadership transition last year. Her giving spirit has spread throughout Performance Marketing. Last year, she led her organization in a competition among four groups to raise the most dollars on Giving Tuesday – and won!

Kristine also gives generously to her church, serving as vice chair of its council, and has helped bring PCA Iowa's tools and strategies to her church's community outreach efforts. Despite her demanding work and family commitments, she works hard to make central Iowa an inclusive and supportive community.

With these many accomplishments in mind, I enthusiastically recommend that Kristine be selected as a Forty under 40 award winner for this year's 2017 class.

Best Regards,



Sarah A. Welch

Communications Director
United Way of Central Iowa