

January 6, 2014

Des Moines Business Record
100 4th Street
Des Moines, Iowa 50309

2014 Forty Under 40 Selection Committee:

I'm honored to nominate Jason Kiesau for the 2014 Forty Under 40 class. As a member of the 2012 class, I can state that Jason is an even more deserving candidate than when I was awarded this honor two years ago. You will notice that with Jason there is a common theme: Leadership.

Leadership Development has been a part of Jason's life for the past 12 years. Jason tells a story that when he was 23, he decided he would spend his career counselling, coaching, training, mentoring and speaking professionally. I've never met anyone more driven towards reaching his goals while also keeping his family his priority, all while being active in the community.

Merit has been proud to have Jason as part of our team for the past 4 years. He was recently promoted to Talent Development Manager, and he travels the country facilitating leadership development for Merit's clients. Jason is currently helping Merit's HR team launch a new talent development strategy. He has been a business coach with E-Myth and started a business doing Leadership Assessments. Jason is also an author for Lifehack.org, a personal development website with 3 million visitors per month and 80,000 Facebook followers.

Jason is very active in the community, volunteering, serving in leadership roles, and raising money. He is the organizer of the largest annual Christmas event in Des Moines, the Santa Pub Crawl, through his business North Pole Entertainment. The Santa Pub Crawl has raised over \$30,000 for Young Variety and Mentor Iowa, and both organizations have written letters in support of Jason.

Somehow Jason continues to find the time to help more people, and spends 1-2 hours per week mentoring young men. Steven Washington has written a letter showing how Jason has personally helped him through difficult circumstances. Jason was also instrumental in the development of ManUp, which teaches leadership skills to young men. Zachary Smith, the CEO of ManUp Iowa, has also included a letter describing Jason's role. Susan Hatten and Christy Smith, who are also both Forty Under 40 honorees, have also recommended Jason for this great honor.

Please strongly consider Jason for the 2014 Forty Under 40 class. Leadership is a big part of Jason Kiesau's life, and he deserves to be honored among the great young leaders in central Iowa.

Sincerely,



Matt Nuetzman
2012 Forty Under 40 Member