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Des Moines Business Record  
Forty Under 40 Nominating Committee

Dear Nominating Committee,

I am honored to write a note recommending Robin Wasteney of Cooper Smith & Company for inclusion in the Des Moines Business Record's "Forty Under 40" class of 2014.

I have had the pleasure of working with Robin for the past fifteen years during my career at Meredith Corporation managing marketing communications and digital operations for the Local Media Group. Our broadcast group consists of over a dozen television stations scattered across the country. Robin is my go-to professional for pre-print and digital graphic design and it has been a real pleasure to have been able to work with her for all of these years...and she is still has such a great career ahead of her!

Robin has always exemplified what it means to be a professional in providing outstanding value to me as a client, most often over and above what is expected. She has become an integral part of our sales marketing efforts across ten states and four time zones. The marketing departments at each station rely directly upon her to provide outstanding sales collateral material and print advertising products. When Robin answers the phone, you always feel her smile coming through the line.

I mentioned that Robin often goes over and beyond the expected. She has donated many hours over the years to particular non-profit projects when I have asked for her help. These include the "Morsel Combat" event in Des Moines benefiting "Meals from the Heartland" as well as special projects for the Boy Scouts of Central Iowa and others.

In terms of the work she produces, Robin outputs the kind of quality material that one often only finds in world-class shops on a national level. She has successfully emulated the look and feel of multiple Meredith publications over the past fifteen years which we use to extend the outreach of these powerful brands to our local markets, including Atlanta, Phoenix, Portland, etc. She is able to meet the needs of our station staffers and often works directly with our local clients in a positive and affirming manner. In fact, the highest compliment I can pay to Robin is that I would have no hesitation in putting her directly in front of our most sensitive accounts in order to meet their needs and to complete the promise of our own standards of customer service.

As I have indicated, Robin exemplifies the spirit of the "Forty under 40" both in terms of her own career path as a graphics and digital media professional and her involvement in the community, be it through her own good works or her willingness to lend her expertise to her client's outreach.

It is with great pleasure that I nominate Robin Wasteney of Cooper Smith & Company to the Des Moines Business Record's "Forty Under 40" class of 2014.

Regards,

A handwritten signature in black ink, appearing to be "Tom Cox", written over the word "Regards,".