



## DIVERSIFIED MANAGEMENT SERVICES

January 9, 2018

The Business Record  
Attention: 40 Under Forty Selection Committee

To Whom It May Concern:

I am pleased to recommend Amy Strutt for the 2018- 40 Under Forty Class. Amy demonstrates the true meaning of this award through her commitment to the community, family and her career.

I first met Amy when we volunteered together on the Lead Like a Lady membership committee. Amy and I were tasked with coming up with a process for handling the influx of women who were trying to get connected to a women's networking organization. During this time, I was in the midst of a huge life transition. I just had my daughter, moved into a new house, my business moved to a new location and so much more. Amy jumped in and demonstrated her commitment to our little organization with a big mission to empower more women. Amy was a professional as she helped Lead Like a Lady implement new processes and helped communicate the value of these changes to our members. I was so lucky to get to work beside her, see her in action and learn together along the way. After her help with the process she went on to become the Membership chair and has since continued to be an incredibly active member.

In addition to her work with Lead Like a Lady she is active in the IMT Des Moines Marathon Committee and Greater Des Moines Leadership Institute graduating from Community Connect in 2015 and the Community Leadership program later this year. I've also loved seeing her incredible talent for implementing change grow throughout her career. She continuously is moving up with the projects she is doing and takes it all in great stride.

As you can see from all that I have noted, Amy is a truly outstanding individual that is most deserving of this award.

Sincerely,

Kate Banasiak, President & CEO Diversified Management Services  
2013 40 Under Forty Class

January 9, 2018

Chelsey Houston, Event Chairperson

Beacon of Life Committee

Dear 40 under 40,

I am writing on behalf of Amy Strutt. She is a certain individual who shares a passion for the care and wellbeing of her community and the members within it by donating her time to such causes as finding funds to build a community pool for the Dallas County area and for the one where I became acquainted with Amy, Beacon of Life. Amy Strutt is the type of person who gives 110% to everything she commits to and creates a work-life balance between her passion and her family. She works hard not only by herself but in a group to accomplish goals that were once seen as not quite possible.

I personally have worked alongside her in reaching the Beacon of Life's Cake Gala fundraising goals. This non-profit organization helps empower women to make healthier, positive, long term changes to their life. Through her hard work and dedication we were able to make our goals to make the 5<sup>th</sup> annual Cake Gala a huge success by raising funds that helped support the Beacon of Life provide services to the women who reside there for one month. Amy is a part of a small group of women working to help other women in crisis. She was responsible for searching and requesting in-kind donations from multiple sources to help us achieve our end goal. She was so successful that we had to redirect her to another avenue to help us obtain other goals on time.

Amy has kind heart who wants nothing more than share her love for her community in any way she can. Once she has come onto a new project or focus in her life she: Decides. Commits to that specific goal. Succeeds with a plan in place.

It is with great pleasure that I recommend Amy Strutt for the 40 under 40.

Sincerely,

Chelsey L. Houston

1/9/2018

Steve Johnson  
Wells Fargo Bank

Business Record  
Forty Under 40 Nomination Committee

**Dear Committee Members:**

It is with great pleasure that I recommend Amy Strutt for consideration to be selected the 2018 Forty Under 40 class. In the past year, I've had the privilege to work side by side with Amy and have seen her determination and professionalism in action from day to day. I'd like to share a few reasons why Amy warrants strong consideration for your next class.

In a financial institution of our size, there are many times that difficult situations will arise. To me the true measure of the effectiveness of a team member is not just listing out accomplishments, but in how they approach challenging and difficult situations. Over the past year, I've seen Amy consistently respond to these situations with positivity and enthusiasm. In her role as an Implementation Consultant on our team her ability to reach out and build connections within our organization has far exceeded my expectations. By establishing this rapport with her business partners early, I can see they are more willing to accept her recommendations.

Additionally, Amy demonstrates the ability to be lead without a clear path to follow. Whether it's drafting technical communications read by thousands of team members or managing up to executives with concise consulting, Amy willingly creates paths that lead to solutions. It is relatively easy to follow established processes, and quite another to lead people to effective solutions when someone hasn't done the work ahead of you. A great example is our Lifecycle communications project. The success of that project depends on modifying the behaviors of end users around the globe, which has never been attempted. But Amy dove in without hesitation, assessing our existing communications package, and reading the next phase. That leadership characteristic really separates Amy from her peers, and has already contributed to her professional accomplishments. With the rapid change our business environment, Amy's ability to make progress when there is little guidance is critical to our team's success, and really speaks to her leadership now and into the future.

For these reasons, I am confident that choosing Amy for the next Forty Under 40 would well represent the Business Record.

Steve Johnson  
Business Process Analyst  
Team Member Technologies  
Wells Fargo Bank