



December 14, 2017

Dear Forty Under 40 Selection Committee-

It is with great pleasure that I write this letter of recommendation for Jennele Swalla to be considered for the 2018 40 Under 40 class. Jennele supports our community in many ways, lending her time, talent and treasure generously. She is a strong leader and advocate.

Jennele supports Iowans with disabilities, making yearly donations to support our mission, and recently gave of her talents in a unique way. Easter Seals Iowa has two locations, one on 30th Street in Des Moines and one at Camp Sunnyside just south of Ankeny. Due to our aging facilities, we asked for her expertise in evaluating our buildings. She responded right away. As we reviewed her findings, we found she is a strategic thinker, and she assisted us to see what we could not see about our properties and future needs.

Because of her work, we were able to develop a needs assessment that will allow us to study the feasibility for a capital campaign. Not only did she personally respond, but she also engaged her entire team at Wellmark to volunteer. Under her leadership, they assessed our properties and provided a plan to address our needs today and our future needs. This allowed us to save money and make decisions on leveraging our assets to best serve our mission.

Jennele is a leader through her actions and vision. I highly recommend her to the 2018 Forty Under 40 class. Thank you for your consideration and please feel free to contact me with any questions.

Best Regards,

Sherri Nielsen

Sherri Nielsen
President and CEO
Easter Seals Iowa

2920 30th Street

Des Moines, IA 50310

P: 515.309.1300

TTY: 515.289.4069

F: 515.274.6434

www.eastersealsia.org

Sherri Nielsen, President/CEO