

Letter of Recommendation

January 4, 2018

Members of Selection Committee:

We live in a time when world and local headlines are dominated by examples of incivility, self-promotion, and the relentless pursuit of instant gratification. Our daughters and sons are in desperate need of role models capable of demonstrating that yes, in fact, you can have it all. Leaders with the talent, capacity, and integrity to prioritize both career and family. Human beings with the compassion and emotional intelligence to help others succeed at home and at work.

During a career that has spanned more than four decades, I have been privileged to work with only a relatively small number of people whose approach to life and work is worthy of our children's admiration and emulation. Amy Roberts is one of those people. I enthusiastically recommend your consideration of Amy for the *"Forty Under Forty"* designation.

My experience with Amy Roberts began when I selected her to join one of the world's premiere professional development firms, Dale Carnegie Training, at our Des Moines office. The rest of the story would be less remarkable if I could say Amy hit the ground running and became an overnight sensation. She did not. In fact, the true nature of Amy Robert's character was revealed during a challenging time when many others would have simply walked away. Instead, Amy's devotion to her team, determination to succeed, and passion for helping lowans, drove her to overcome every obstacle and exceed every expectation. Eventually, Amy emerged as one of the world's leading Dale Carnegie Training Sales Consultants, and has since become an executive and equity partner in one of the world's top performing Dale Carnegie Training franchises.

Numerous career promotions and worldwide awards make a compelling case for Amy Roberts to be considered one of Iowa's top young professionals. And yet, what distinguishes Amy from so many of her peers is not the destination, but the journey she has taken to arrive at this moment. Over the past eleven years, Amy has found her life partner (husband Everett), brought two wonderful children into the world, volunteered for community causes, and spearheaded a company expansion through acquisition to include clients in five states. Throughout this journey, Amy has maintained a devotion to family and friends, and an unwavering commitment to the people and companies right here at home in Iowa.

Thank you for considering this wonderful person for this prestigious honor.

Sincerely,

Mike Day

Owner, MD Talent Optimization