

January 6, 2018

Forty Under 40 Selection Committee:

Please accept this letter as my highest endorsement of **Joey Taylor-Moon** for Forty Under 40 recognition. She is truly a class act who will use this honor to continue making our community better.

I've known Joey since we worked together at Strategic America (SA). What impressed me most about her in her role on SA's Digital Team is how she positively influenced those around her, even when they were not direct reports of hers. She not only always gave her all and did her best work, but she challenged her peers to do the same. I was not surprised when I heard she was selected as Hubbell Realty Company's Director of Marketing – a big job!

In the community, Joey gives back in many ways. One of the most visible is through the American Marketing Association (AMA), where she currently serves as Past President of the Board. When she was asked to step into this leadership role, she responded to the call with enthusiasm. It is clear that she quickly earned the respect of her fellow board and chapter members and has positioned the organization to continue doing great things and pushing the boundaries of its work. The chapter received a national bronze level Chapter Excellence Award based on her presidential year.

With confidence, I know that Joey continue working to grow professionally, while making an impact on those around her. She brings a unique and thoughtful perspective to everything she does and will continue using her informal influence to help others become their best.

Sincerely,



Emily Abbas

SVP, Chief Marketing and Communications Officer



Dear Forty Under 40 Consideration Committee,

It's with sincere pleasure that I write to tell you about Joey Taylor Moon. Joey has been a passionate volunteer and supporter of Count the Kicks since 2015. When I first met Joey, we needed help in organizing our first Every Woman Counts luncheon at Hy-Vee Hall in downtown Des Moines. Joey raised her hand and came with incredible ideas to make the event a success.

One notable success of her volunteer time with us was the implementation of a system at the event that allowed us to accept crowd questions for interactive Q&A. This helped the 1,000 people who showed up to support us be involved and feel like a part of the presentation. Building those relationships, and including everyone in attendance to make them feel at home, was key for us and has led to lasting success.

The Every Woman Counts luncheon now supports the work of two employees --- a major gift that allows us to do the life-saving work we do and fulfill our mission of empowering and educating moms on the importance of tracking their baby's movements in the third trimester. Our first event was crucial --- and Joey was an important part of our success.

Joey continues to support us three years later, and serves as a table captain for our events. She brings new friends and supporters into the fold, which enables us to further our mission and save more babies. Just look who she helped save in 2017: Pyper Cooney and Ruby Eekhoff, both of Greater Des Moines.



Now, through Hubbell Realty, Joey is bringing a corporate friend to the table and we are immensely grateful for her support and the support of her employer. Together, we are empowering moms and are becoming a leader in stillbirth prevention throughout the U.S. The Count the Kicks public health campaign has lowered Iowa's stillbirth rate by 26 percent, saving 50 to 60 Iowa babies every year. We consider Joey a true friend and important volunteer. She is a fabulous candidate for the Forty under 40 recognition and we hope you will recognize her contribution to our community and its tiniest residents.

Warmly,

Emily Price

Executive Director



January 10, 2018

Dear Selection Committee,

I am pleased to write this letter of recommendation on behalf of Joey Taylor Moon for the 19th Annual Forty Under 40 awards. I have had the pleasure of serving with Joey for the past 8 years on the American Marketing Association Iowa Chapter Board of Directors.

During her time on the Board, Joey served on every committee: Communications, Membership, Programming and Sponsorship, before moving into Leadership, which is a 4-year commitment. Regardless of her official role, Joey is a motivational leader who has the ability to positively influence others. A few words I use to describe Joey and her leadership include:

- Self-motivated: Joey takes the time to actively seek out new ideas through various sources and shares those ideas with the others.
- Committed: Aside from her 8 year commitment to AMA Iowa, Joey is committed to every project she works on AND to the people working on the project with her.
- Teamwork: Joey leads by example when it comes to teamwork. She encourages her members to work together with other board members. The achievements of her team's teamwork are clear in the Chapter being recognized nationally under her leadership as the Bronze Chapter of the Year by AMA.
- Communicator: She effectively communicates her vision and expectations for the Chapter, and does it in such a way that she inspires and influences those around her. She is also a thoughtful listener. When others speak, she truly listens. She cares and wants to understand, but she also wants to help work toward a solution.
- Encouragement: Joey helps others see their strengths. While each team member has a specific role, additional projects/tasks do arise. Joey has the ability to delegate responsibility effectively and she plays to her team member's strengths. She doesn't ask anyone to do anything she herself would not do.
- Confidence: Joey consistently exhibits a calm, controlled demeanor in all situations. I admire how comfortable she is in many situations.

In addition to everything she's done and continues to do for AMA Iowa, it doesn't stop there. Joey cares about this community and is passionate about sharing her talents with many local organizations. She doesn't shy away from these commitments, but instead enthusiastically jumps in and gives it her all. Her willingness to always do more has earned her much respect from her peers and her team members.

I am honored to nominate Joey Taylor Moon for 19th Annual Forty Under 40 awards. She will be an awesome addition!

Sincerely,

A handwritten signature in cursive script that reads "Christine Gooding".

Christine Gooding

President | AMA Iowa

Senior Manager Corporate Communications | GuideOne Insurance