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January 9, 2018

Forty Under 40
Business Record
Business Publication Corp.
100 4th Street
Des Moines, IA 50309

Dear Selection Committee Members,

It is my pleasure to nominate Joey Taylor-Moon for recognition as one of the outstanding members of this year's Forty Under 40 class. Joey is an exceptional leader in the Greater Des Moines community and the Hubbell Realty Company organization.

As a professional, Joey is the Director of Marketing with Hubbell Realty Company. She focuses on enhancing digital communications, interactive media and overall marketing strategies for Hubbell Realty Company and its' multiple business units and properties. Joey has more than 15 years experience in the real estate and marketing industry which brings invaluable knowledge to our company and the marketing team she manages.

In 2017, Joey expanded the marketing team's breadth and depth of services, generated \$1.3 million in public relations value and grew in-house social media content by 50%. Under Joey's leadership, the marketing team created 34 websites for Hubbell Apartment Living and overhauled creative collateral – logo, design and brand standards – for each community. Joey's team is also in the process of recreating Hubbell Homes and Hubbell Realty Company's websites.

Joey's reputation for being a hard working, honest and reliable professional is reflected not only in her professional work but also in her community efforts. Joey most recently served as the American Marketing Association's (AMA) President and is currently Past President. During her nine years of service with AMA, she relaunched the AMA Iowa brand with a new logo design, new website and increased membership to over 400 for only the second time in AMA history. In addition, she created AMA-United Way outreach pilot program, donating 106 hours and 30 volunteers to United Way of Central Iowa.

Among her top community accomplishments is the execution and delivery of the marketing strategy for the Hubbell Extreme Build at Ronald McDonald House Charities of Central Iowa this past September. The 11-day "extreme" build took more than one year to prepare for and Joey was able to budget, schedule, create and execute a flawless strategy marketing and media campaign that drew immense media attention to the Ronald McDonald House and the families it serves. This took cooperation from every Hubbell Department, more than 100 participating trade partners and countless hours of on-site direction. Of Hubbell's four "extreme builds," this was by far the largest, most complex and most successful.

The marketplace has observed Joey's work ethic and results in the community. Thus she was recently invited and accepted positions on the Communications Committee for the Greater Des Moines Partnership and Marketing Committee for Polk County Housing Trust Fund.

It has been a pleasure to work with Joey. She is an outstanding professional and a leader that enriches the quality of life in our community. As a Forty Under Forty alumni, I believe Joey is deserving of inclusion in this year's Forty Under 40 class.

Sincerely,
Hubbell Realty Company

A handwritten signature in blue ink, appearing to read 'Kyle Gamble', with a stylized, cursive script.

Kyle Gamble, CCIM, SIOR, LEED AP
Senior Vice President & Managing Director

January 5, 2018

Dear Business Record Forty Under 40 Nomination Committee-

I read somewhere that grace is the disposition or benefit to serve another. That grace is kindness and compassion. Grace is Joey Taylor-Moon.

I know Joey having served alongside her on the board of the Iowa Chapter of the American Marketing Association (AMA Iowa) for the last seven years. Her grace and desire to do for others is why I am nominating Joey for the Business Record's Forty Under 40.

I chose Joey to join the AMA Iowa leadership track and to eventually serve as President-Elect under my term as President primarily because of her desire to give back to the Iowa marketing community. It was also because of her ability to think strategically and future-oriented, to handle all matters with calm and poise and to build strong relationships. Joey came into the role well-prepared, having served on nearly all board committees, including Programs, Membership, Communications and Sponsorship as well as Secretary, where she was responsible for production of the annual chapter award entry (an annual report of chapter accomplishments) and special programming.

Her experience paid off, and my expectations were more than met when, under Joey's presidency, the AMA Iowa chapter was recognized as one of the top three AMA chapters internationally for the 2016-2017 board year. This was due to several key accomplishments achieved under Joey's AMA Iowa leadership, including:

- A comprehensive and cohesive relaunch of the AMA Iowa brand including a new logo, design elements and new website. AMA Iowa was one of the first chapters to participate in the national rollout.
- Leadership in a national AMA and United Way partnership by piloting a local community outreach pilot program with United Way of Central Iowa. The program generated 30 volunteers for United Way of Central Iowa and donated more than 100 hours toward the pilot program to provide increased community understanding of breadth of the organization.
- Re-engagement of AMA Iowa membership, which included:
 - Breaking the 400 barrier for membership for only the second time in the chapter's history
 - Increasing membership by 8.3% year over year, including a 13% increase for group memberships
 - Shattering attendance records with nearly 2,000 marketers attending more than 30 programs, an increase of nearly 5% from last year's record-breaking total
 - Achieving record attendance at the March luncheon, featuring Nancy Vonk, creative director on the Dove "Beauty" campaign

Joey is more than her AMA Iowa accomplishments. Her drive to give back means she found the time to volunteer at Grace Methodist Preschool, for the Count the Kicks Communications Committee, the Animal Rescue League and Special Olympics. She even manages to juggle her volunteering with her professional life as Director of Marketing at Hubbell Realty Company.

I feel privileged to have worked alongside Joey and see grace in action. And, I am even more grateful to call her friend. In my book, she is the ideal candidate for the Business Record's Forty Under 40.

With Kind Regards,

Kendra B. Kelly
Account Director, Meyocks
AMA Past President, 2015-2016