January 4, 2019

ATTN: Forty Under 40 Nominations

Des Moines Business Record

The Depot at Fourth

100 Fourth St.

Des Moines, IA 50309

Dear Forty Under 40 Selection Committee:

Central Iowa is quite fortunate to claim a crowd of talented young leaders. Tonya Weber, a young professional rising through the ranks of public media’s finest from her position at Iowa Public Television in Johnston, stands out in that crowd. I am writing to nominate Ms. Weber for the *Des Moines Business Record*’s Forty Under 40 Class of 2019.

Tonya’s leadership, vision and talent is evident to anyone who works with her. She has consistently elevated her organization’s position and influence by supporting community or association work through her professional partnerships and associations. The Public Broadcasting System (PBS) has deftly recruited her for their national Marketing Advisory Council, for which she is a member in good standing. She was a Governor Appointee to the State of Iowa Website Standardization Committee between 2011-2013, while also serving as Chair of the State of Iowa Website Design Standards work group. She was a member of the National Alcoholic Beverages Control Association’s Public Relations Committee while working for the Iowa Alcoholic Beverages Division between 2011-2014. Her exceptional project management skills have helped her move the work of her team or committee forward, while her enthusiasm and strong people skills have motivated her colleagues and superiors alike.

I first met Tonya over a decade ago when I was working with the Greater Des Moines Partnership and she was a young professional with *The Des Moines Register’s* ***Juice*** magazine. I was fortunate that our professional paths crossed again when I joined Iowa Public Television in 2015, where she had recently become Communications Manager. Upon our introduction, it was immediately clear to me that Tonya was a dedicated team leader who was passionate about her work and her organization. What I learned after working with her for some time is that Tonya possesses the highly desirable skill of finding positive outcomes for every task she is assigned. I have quickly become reliant on her support to successfully accomplish IPTV’s marketing and communications goals. Today she is easily the most valuable member of my team.

Though Tonya already has a shelf’s worth of national and regional awards and recognitions (2016 Best Special Event Promotion - National Educational Telecommunications Association; 2010 Outstanding Coaching - Iowa Department of Cultural Affairs; 2006 Graphic Designer of the Year – *The Des Moines Register*), she is just getting started. I believe Tonya to be the up-and-comer you seek when identifying young professionals to watch in central Iowa. She certainly has proven herself to be one to watch in the public television industry. I urge you to include Tonya Weber in the 20th annual Forty Under 40 Awards.

Thank you for the opportunity to sing Tonya’s praises.

Best regards,

SR

Susan Ramsey

Communications Director

Iowa Public Television