

December 29, 2018

Mr. Jason Swanson
Director of Operations, Des Moines Business Record
100 4th Street
Des Moines, Iowa 50309

Dear Mr. Swanson,

It is my pleasure to nominate Jessie Lowery for consideration for the Business Records Forty under Forty Class. Jessie is the Director of Conservation and Research at the Blank Park Zoo. She has served in this role for many years, and I have come to know Jessie through her work in advocacy at the Iowa Legislature.

As a conservation and research specialist, Jessie was instrumental in passage of legislation related to Iowa native turtles. Essentially Iowa turtles were being harvested by commercial enterprises, which were then shipping the turtles to China where they were being used for soups. This lucrative operation was harvesting turtles year round, with no consideration of seasons. This practice was endangering this native species from Iowa and threatened to cause extinction of the turtle in Iowa.

Jessie worked daily with legislators using her background of conservation to help legislators understand the harmful practice. Through her working with a bi-partisan group of legislators the "Turtle Bill" became law.

As Blank Park Zoo's Director of Conservation, I have witnessed Jessie's outreach and education throughout the State of Iowa. She has led many successful initiatives, which resulted in the successful implantation of education and outreach to children throughout the State of Iowa.

Jessie is outstanding in her field of study. She is a leader and conservationist in her core. Her work and dedication is a credit to our community. I hope you will recognize her with this distinction for her leadership, work and commitment to Iowa.

Sincerely,

Matt McCoy