

January 7, 2019

Forty Under Forty
Des Moines Business Record
100 4th Street
Des Moines, Iowa 50309



Dear Forty Under Forty Committee:

It is my honor to submit this letter in support of Jon Phillips' nomination for the 2019 Forty Under Forty Class. Variety – the Children's Charity of Iowa is a multi-faceted organization with one simple mission: to help improve the lives of children who are at-risk, underprivileged, critically ill or living with special needs.

I first met Jon in 2014 when he became involved with Young Variety (the young professional board of Variety). I quickly realized that Jon was someone that I wanted engaged with Variety. He jumped in with both feet as he became engaged with a Young Variety committee, joined the Young Variety Board in 2015 as Membership Chair (2015-2017), served as Vice President (2017-2018) and is currently President of the Young Variety Board. Jon is constantly striving to create new opportunities to promote Variety and engage young professionals. Just two examples....

- The Big Four Classic. Jon approached Hy-Vee about Young Variety presenting a specialized bike during the two basketball games. This not only provided families with a much needed piece of equipment, but promoted Variety's Specialized Bike Program to tens of thousands!
- Young Variety Concert. As a way to introduce young professionals to Variety, Jon had the idea to host a concert to benefit Variety. The thought is to build this into one of Variety's signature events. The first year was a success and plans are underway for the second annual concert.

Jon is always one of the first to step forward with his time and ideas. Since becoming involved, Jon has

- raised thousands of dollars for Variety,
- been actively involved in planning special events,
- implemented Variety "lunch and learns" to help engage more young professionals,
- provided volunteer hours in conjunction with the Principal Charity Classic, Hy-Vee Charity Auction, numerous Variety events,
- presented bikes, helmets and locks to children who have never owned their own bike and
- served on Variety's Grants Committee.

As Executive Director of Variety, I know the importance of volunteers and the commitment involved. Jon is focused on making our community the best that it can be for Iowa's children. In addition to Variety, Jon has engaged with Greater Des Moines Leadership Institute Community Connect Program, Easter Seals, Junior Achievement and Special Olympics.

Jon is an up and coming leader in the Des Moines area. He is respected and admired by his peers and others in the community. His commitment to the community is noted in both the business and volunteer area.

Jon is an ideal candidate for the 2019 Forty Under Forty Class! Thank you for your consideration.

Sincerely,

Sheri McMichael
Executive Director

President

Mike Crowley

VP of Operations

Susan Hatten

VP of Marketing

Michael Hamilton

VP of Development

Lance Gardner

VP of Finance

Gabe Olson

Immediate Past President

Kirk Besh

Board of Directors

David Adams

Danny Beyer

Amanda Brunkhorst

Rick Breuss

Peter Cartwright

Tim Coonan

Tom Cox

Bob Culbert

Tim Fricke

Cyndi Harmeyer-Fisher

Mitch Harris

Steve Hauschilt

Kim Hegedus

Brad Holub

Todd Lantz

Lisa Logan

Joel North

Tom Nucaro

Adam Petersen

Jon Phillips

Ryan Roberts

Megan Ruble

Kirk Sadilek

Don Seibel

Joe Sheridan

Kevin Sherlock

Vicki Signor

Sean Simonis

Joe Standefer

Rick Tierney

Emily Toribio

Jason Wegner

Bob Weiss

Past International

Presidents

Mike Reilly

Jody Reynolds

Stanley J. Reynolds

International Vice

President

Stan W. Reynolds

Past Variety of the United

States President

Stan W. Reynolds

Executive Director

Sheri McMichael