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To Whom It May Concern:

I am honored and delighted to nominate a colleague, a boss, a friend, and a mentor, Courtney Yuskis. I have had the privilege of working with Courtney Yuskis for the past four years at Meredith Corporation. During my tenure at Meredith, Courtney has grown and expanded her leadership role within the organization. She has continued to be an innovator within the marketing-advertising landscape. Not only has her team continued to generate significant sales growth year over year, but she has grown the leadership skills within each of the team members directly reporting to her.

When I think what the 40 Under 40 embodies, the title represents individuals who are courageous, passionate, driven, entrepreneurs, leaders, motivators, and trail blazers. Courtney Yuskis exemplifies all the characteristics listed. I commonly refer to Ms. Yuskis as a unicorn because she is truly one in a million. In my lifetime, I have not experienced someone who is so dynamic in nature at the same time encompasses being a visionary and forward thinking. She truly has a gift, which has been an inspiration to me, our fellow colleagues, and peers within the industry.

One of Courtney's greatest strengths is developing talent. I have watched Courtney grow, mentor, and challenge the team she leads. Courtney invests in discovering the power within each of the associates she manages. Many other departments within Meredith Corporation are envious of the culture within the Meredith Agrimedia division, which can directly correlate to Courtney's ability to bring different teams and backgrounds together for a common purpose. She knows how to bring the fun factor to a team setting while still making sure we are still focused on results.

The 40 Under 40 provides future generations and past leaders hope for tomorrow. These leaders will continue to make this world and our community a better place to live and work in the future. Courtney is a worthy candidate for this award, because she has made my life and so many around her a better place. Ms. Yuskis is truly an inspiration.

Sincerely,

Tyler P. Smith