January 9, 2019

Des Moines Business Record

The Depot at Fourth

100 4th Street

Des Moines, IA 50309

Attn: Forty Under 40 Awards Selection Committee

It is my privilege to recommend Abby Croll for your 20th annual Forty Under 40 Awards. Abby is a certified public accountant and has been a member of the Iowa Society of CPAs (ISCPA) for 15 years.

ISCPA protects, enhances, guides and promotes the accounting profession on behalf of our members. Many of our strategic objectives are met through the collaborative passion, vision and leadership of our members. Abby Croll is one of the top proven leaders for our organization and her profession.

Abby’s service and contributions to ISCPA and the accounting profession include:

* **Legislative Leaders Program**. Abby has supported statewide advocacy for the profession since 2013 by serving as a legislative leader. In this role, she directly communicates information and talking points to legislators on issues important to CPAs throughout the legislative session.
* **ISCPA board of directors.** Serving two terms on the board from 2011-2014 and 2014-2017 helped guide ISCPA policy, general operations and activities that contributed to the organization’s strategic objectives. Abby was board liaison to several committees such as Family and Workplace Issues, Leaders Emerging in the Accounting Profession, Iowa CPAs Month of Service and Career Awareness.
* **The Buddy Project.** Through her involvement with the Membership Committee in 2010-11, Abby served as a “buddy” to new CPAs attending the ISCPA Annual Meeting.
* **Financial literacy for young Iowans.** From 2007-2010, Abby was part of the ISCPA Financial Literacy Committee, a group that presented at local schools to help kids understand how to share, save and spend smart.
* **Career awareness and student initiatives**. After joining ISCPA, Abby began serving on ISCPA’s Career Awareness Committee in 2003 to help promote the accounting profession and CPA credential to students. She chaired the committee from 2004-2008 and received the ISCPA **Outstanding Committee Chair Award** in 2007. Abby continues to present to accounting students about the CPA profession and has served as a mentor to students.

Abby has the unique ability to make those she interacts with feel comfortable. She is always prepared, and her ideas are concise, relevant and on-point. I respect Abby for her intelligence, conscientiousness, fair-mindedness and good sense of humor. These skills have provided her respect from me, the ISCPA staff and members who have had the pleasure of meeting and working alongside her.

Please don’t hesitate to contact me at [cadams@iacpa.org](mailto:cadams@iacpa.org) or 515-985-7100 if I can be of further assistance.

Sincerely,



Cindy S. Adams, CPA, CGMA, CPCU

Chief Executive Officer