**Des Moines Business Record 40 under 40 Award**

**To: 40 under 40 Nominating Committee**

**RE: Recommendation Letter for Lisa Ham**

**Date: 01/11/2019**

I would like to recommend Lisa Ham to be selected as one of the top 40 under 40 young professionals in the Des Moines, Iowa region. Lisa is a star performer for Yesway, and has category oversight for several strategic initiatives. She manages center store grocery, snacks, tobacco, and private label products for the fast growing Yesway chain. Her role is invaluable as she is the face of Yesway with many of the top supplier brands in the world. She works closely with companies such as Hershey’s, General Mills, Altria, Juul, Mondelez, P&G, and numerous others to drive sales, profits, and consumer engagement that delivers compelling results. She represents the Yesway brand well in her dealings with the business and civic community in the Des Moines, Iowa region and all market areas where we operate.

She is committed to the Iowa community, and volunteers freely to support the community where she works and lives. I want to extend a strong endorsement to Lisa as a candidate, and hope the nominating committee will select her based on her achievements as one of the top 40 under 40 executives for the class of 2019.

Respectfully,

**Derek Gaskins**

SVP of Merchandising and Procurement

**Yesway**

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