January 9, 2014

2014 **40 Under 40 Nomination Committee**

It is an honor for me to nominate Kathleen Riessen for this year’s 40 Under 40 class.

Kathleen and I have been business Partners for the past four years. Her ability to blend talent with strong work values while not compromising time with her family and community involvement is unmatched.

In addition to Measured Intentions, Kathleen is a leader in the Advertising industry Nationally and Locally through her AAF involvement. I doubt anyone has accomplished what she has in her industry at such a young age. She is truly a leader and mentor to many people, no matter what stage they are in their career. Drake University Advertising and Marketing Professors reach out to Kathleen regularly for input and student placement.

Kathleen’s integrated marketing background, image and commitment to family and community are the exact skill sets we want representing Iowa. It is easy to see why her 3 little boys are such amazing children!

My Partner and most importantly, friend, Kathleen is a women of impeccable character and solid values. We not only work with our clients together, but take on many charitable projects…Kathleen is always willing to lend a hand.

At all times I have found Kathleen to be a leader who is willing to do what it takes.

I’m happy to provide further information should any committee member require it.

Sincerely,

Michele Farrell, Measured Intentions

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