

January 9, 2014

Dear 40 Under 40 Selection Group:

It is my pleasure to recommend Amy Croll for the elite 40 under 40 honor. I have had the privilege of working with Amy over the past 5 years in various capacities ranging from a high school senior being lead by Amy's work with the State of Iowa Youth Action Committee to the current board chair of an organization that Amy has worked to build and create over the last several years (Community Youth Concepts). The following three words come to mind when I think of Amy's skills and experiences: Leadership, Identifying Community Need, and Impactful.

Leadership. Amy's leadership is unmatched compared with other community leaders I have had the opportunity to work with. Community Youth Concepts is an up and coming non-profit helping hundreds of youth each and every year through mentoring, outreach, diversion and other programming. This is an organization that Amy has created from the ground up, and one that prides itself on truly creating differences in the lives of youth served. A hefty promise, the organization is performance driven and is able to back up each claim of success it makes. The work speaks volumes to me of Amy's leadership and ability to build and drive a team to create community change.

Identifying Community Need. Amy is a strong advocate of the community and its betterment. Amy spends countless hours each week being involved throughout the community from her role at CYC to being part of the Greater Des Moines Leadership Institute, leading a Girl Scouts Troop, serving on the Des Moines Arts Festival Event Management Team, being a Master Gardener with ISU Extension, serving on the Downtown Kiwanis Board amongst tens of other commitments. She puts her skills to great use where she truly feels she can make a difference. With Community Youth Concepts Amy actively identifies the needs of the community around her and works to secure grants to deliver programming. A prime example of this work is a mentoring program where Amy and team work to pair youth with community members on the basis of future endeavors of the young person from career, to college and in between.

Impactful. Amy is an impactful leader that has changed my life through involving me and pushing me to be a leader in all that I do. As an informal mentor for me Amy does a nice job of listening to concerns and encouraging individuals such as myself, her team at Community Youth Concepts and others. She identifies and connects individuals to opportunities where they can best serve their community. One opportunity of this has been Amy allowing me the opportunity to learn more about her organization and eventually join her board. Another has been her encouragement for me to apply for Juice's YP of the Year Award in 2012.

Overall, I high recommend Amy as a key leader in the under 40 crowd. Amy is an excellent mentor, leader, and friend who has created great change in the Greater Des Moines Area and will go on to do great things in her next 40 years. Please feel free to contact me should you require additional information about Amy.

Sincerely,

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