January 8, 2021

**Kassi Hoxmeier Nomination**

We miss Kassi Hoxmeier and the impact she made at Bader Rutter every single day.

This is not a statement we make lightly. We work with star talent every day at the country’s number one B2B marketing agency and the number one agricultural marketing agency, as measured by *B2B Marketing* and *AgriMarketing* magazines.

Kassi was a leader on one of Bader Rutter’s largest and most important clients. As a marketer, she identified unique ways to build awareness and demand for equine products. As a leader, she demonstrated an incredible calm and strategic focus in highly stressful situations, which is a trait that likely serves her well today at MercyOne.

Kassi was an amazing collaborator who advocated for her teams and colleagues on a regular basis. Young public relations practitioners sought her out to gain advice and mentorship from. Bader Rutter executives wanted to add her to every new account and team given her reputation as a great colleague and strategic communicator.

In our combined fifty years of marketing and communications experience, we’ve worked with hundreds of highly talented individuals, including a couple dozen who have been awarded Forty Under 40 from local and regional business journals.

Thus, we can say with the utmost confidence that Kassi Hoxmeier deserves to be a 2021 *Business Record* Forty Under 40 honoree.

Sincerely,

JoDee George and Allison Madell

Executive Vice Presidents