



January 10, 2014

Dear 40 Under 40 Selection Committee:

I nominate Ashley Jared for the Business Record's 2014 40 Under 40 class.

I was appointed Executive Director of the Iowa Finance Authority by Governor Branstad in January of 2011. The Iowa Finance Authority is the state's housing finance agency with more than \$2.6 billion in assets under management, making it the second largest financial institution domiciled in Iowa. The agency offers a broad portfolio of vital programs for Iowans including homeownership, affordable rental, homeless assistance, water quality, agricultural development and Title Guaranty statewide.

It was immediately clear to me that making Iowans aware of our diverse programs and maintaining relationships with our partners throughout the state was going to be vital to the success of our agency.

I made my first staffing decision within days of assuming the administration of the Iowa Finance Authority. This decision was to appoint Ashley as the Iowa Finance Authority's Communications Director. Ashley's outstanding performance since has confirmed the wisdom of that appointment.

Ashley plays an integral role in our organization. In addition to her role as Communications Director, responsible for overseeing all marketing initiatives for the agency, she also serves as Senior Advisor to the Executive Director, a Deputy Director level position. This is a key role, as she is a member of our Executive Leadership Team, which meets weekly to discuss strategic agency issues and operations. As the youngest member of this team, she provides unique and valuable insights that help to guide our organization.

Outside of work, Ashley is a well-rounded individual, she recently had the opportunity to participate in the Iowa Association of Business and Industry's Leadership Iowa program, serves on several Board of Directors for organizations that she is personally passionate about including the International Association of Business Communicators and the Iowa Home Owner Education Project.

Ashley has clearly strived professionally and equally in her involvement in the community. She has gained wide-spread respect and is a role model for young professionals considering work in public service. Ashley's conduct and performance of duty are a credit to her and this organization. She is a prime candidate for the 2014 40 Under 40 recognition that she whole heartedly deserves.

Sincerely,

Dave Jamison
Executive Director
Iowa Finance Authority

January 9, 2014

Forty Under 40 Nominating Committee:

I enthusiastically nominate Ashley Jared for the Business Record's 2014 Forty Under 40 program.

I met Ashley in 2008 when I was working as the Director of Governmental Affairs at the Iowa Finance Authority (IFA). We bonded nearly immediately after we began working together as I was impressed with her extreme work ethic and charmed by her unique interests, including a love for bow deer hunting, which makes her a unique young woman that Des Moines is lucky to have, not just a talented professional.

Ashley was hired as the Assistant Communications in the middle of October and by the first week of November she was acting as Interim Communications Director for the state agency, taking media calls, completing the most unique annual report project in agency history and working with a staff of nearly 100 to ensure their marketing needs were being met - and exceeded.

Since I've left the IFA, I've watched as Ashley has raced up the organizational ranks quickly. She is now the Communications Director, overseeing the communications department and is a key member of the agency's Executive Leadership Team.

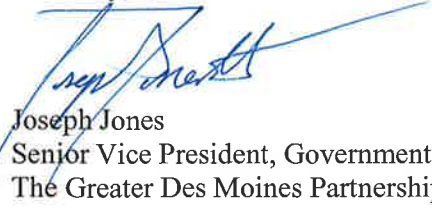
Not only has she excelled professionally, she has also received her Master's in Public Administration, was a member of the 2013 Leadership Iowa Class and received a national award for her work in Drake University's Certified Public Manager Program.

Ashley is involved with organizations that she is passionate about, including serving as an acting board member on the Iowa Home Owner Education Project and the International Association of Business Communicators Board of Directors; participating in a plethora of committees and organizations that have sought her expertise for speaking engagements or committee appointments, including the National Council of State Housing Agencies and the Polk County Housing Trust Fund Board of Directors. She also volunteers her time on the Warren County 4-H Youth Advisory committee.

Ashley is the epitome of a humble public servant. She is a life-long Iowan who works hard, gives back to her community, and is a role model to others – and has fun while she's doing it!

It is important that we continue to recognize the dedicated individuals in our community, like Ashley, to keep them working in our thriving community. In my opinion Ashley is very well-deserving of Forty Under 40 recognition. Please feel free to contact me with any questions or for further comments.

Sincerely,



Joseph Jones
Senior Vice President, Government Relations & Public Policy
The Greater Des Moines Partnership

January 9, 2014

Dear Forty Under 40 Selection Committee:

Please accept this letter in support of Ashley Jared's nomination to be included among the 2014 Forty Under 40 class.

Ashley is a former co-worker of mine at the Iowa Finance Authority (IFA), and I cannot speak highly enough of her skills, both personally and professionally.

I hired Ashley when she was just a few years out of college. Despite her age, she was smart and hard-working, and as adept at managing projects as someone many years her senior. Over the approximately five years since then, and since I've left IFA, it has been my privilege to watch Ashley grow. In her role as IFA's Communications Director, she has become a leader in her field and is often called upon to share her skills with her peers at national conventions. As a local leader, she has given her time and skills to the Leadership Iowa program and volunteers with organizations including 4-H.

Personally, Ashley exemplifies the qualities of a Forty Under 40 member. Her warmth and kindness make her companionships delightful and establish her as a valuable, easy-to-work-with colleague.

It is my honor to be Ashley's professional colleague and friend, and I encourage you to select her for this distinction.

Kindly,



Shawna Lode
Manager
Iowa Tourism Office