



January 9, 2014

To Whom It May Concern:

I am pleased to recommend Emilee Richardson for the Business Record's 2014 *Forty Under 40* recognition. As Vice President Community Engagement for the Science Center of Iowa (SCI), I currently serve as Emilee's direct supervisor.

Throughout my time at SCI, I have worked with Emilee on a number of initiatives and projects and I was responsible for promoting Emilee to a key leadership position within the organization.

Emilee's commitment to the SCI brand currently spans seven years; tenure unmatched by many young professionals today. Emilee began her career as an Education Programs Presenter, communicating her love of science with the public on the floor of the Science Center. Years later, this same passion combined with her expertise in social media, brand management and product marketing, fuels a highly successful integrated marketing communications strategy. Emilee's professional efforts as SCI's Marketing and Communications Manager are not only attracting new visitors, but she is having a direct impact on the long-term success and sustainability of one of our community's most important cultural assets, and one of the most highly regarded science centers in the country.

My recommendation of Emilee for this prestigious community recognition is not done lightly. Emilee has gained my respect and that of her peers through her quality work, her demonstrated leadership both individually and as a team member, and her willingness to take on new challenges and responsibilities.

Emilee is also a passionate advocate for building a better and stronger community as demonstrated by her current role as President of the Young Professionals Connection. Emilee is a tremendous asset to Greater Des Moines and should be recognized as a Business Record 2014 *Forty Under 40*.

Sincerely,

A handwritten signature in blue ink that reads 'Leisha Barcus'.

Leisha Barcus

Leisha.barcus@sciowa.org



Alan Feirer



212 N 14th Ave. • Winterset, IA 50273 • Phone: 515-468-1969

4 January 2014

Dear Forty Under Forty Selection Committee:

I recommend Emilee Richardson for the Business Record's Forty Under Forty.

I have known Emilee for many years. In fact, when I was a band director, she ably executed first-chair flute responsibilities at a high-end honor band I directed.

We became re-acquainted when we were both involved in Pecha Kucha Nights nearly 4 years ago. As a professional speaker, I noticed that her presentation skills were refined for a young professional, and her content was witty and wise.

Her social media savvy put her on the map early in her career in her work with both YPC and the Science Center of Iowa. I'm sure other writers will underscore her work at SCI as a skilled promoter; from my perspective, her work informed me of the Girls in Science programs, and motivated me to involve my daughter in the program. She is a relentless advocate for the Center, and I know that her work there illustrates her ability to work in teams with people of multiple generations. Her passion also clearly inspires those around her.

I've also watched her work with YPC for a while, and was privy to a few strategic visioning sessions. She is quite clearly well-respected by fellow young professionals, and that's a fairly confident and savvy bunch to impress. Emilee is skilled at sharing her vision and her passion without forcing on others, and has a remarkable ability to listen, take information in, and make considered decisions.

This combination of savvy, maturity, wisdom, passion, engaging-ness, and openness really sets her apart, and makes her a person who has made, and is making, a measurable impact on life in Central Iowa.

I recommend Emilee Richardson without reservation, and would be happy to visit with you more about her worthiness.

Thank you much for your time and consideration.

Sincerely,

Alan Feirer

January 9, 2014

To Whom in May Concern,

I would like to submit Emilee Richardson for consideration as a member of the Des Moines Business Record Forty Under 40 class of 2014. As a 2012 class member who assisted in the process of reading applications last year, I have seen the caliber of applicants and recipients of this honor. Emilee not only meets the requirements to receive this type of recognition but has met them at the young age of 26! I worked with Emilee at the Science Center of Iowa (SCI) where she currently serves as the marketing and communications manager. Within SCI, she has truly "climbed the ladder." She began as a summer camp intern in 2007, moved up to a part-time programs presenter and was chosen for marketing and communications position upon her return in 2011. In 2013 SCI restructured its communications department giving Emilee even more leadership responsibilities. Emilee's self-proclaimed "science nerdiness" is evident in the passion she puts towards all parts of her job. She relentlessly looks for ways to utilize new media to share her passion for science and technology with the entire online community. SCI has been able to significantly expand its new media footprint thanks to her effort, and message consistency has greatly improved. In fact, she has been recognized as a leader in social media in greater Des Moines, serving on panels of experts and providing guidance for numerous organizations. Whenever I have asked for her assistance with projects, even after leaving SCI, the professionalism she has exuded has been exceptional. She loves sharing her excitement for science with visitors of all ages and has been highly involved in SCI's girls in science initiative. She's even an official NASA Solar System Ambassador!

Beyond science, she is equally passionate about Des Moines and finding ways to be involved in the community. She is the 2014 president of the Greater Des Moines Young Professionals Connection, was president-elect in 2013 and served as social media chairwoman in 2012. Emilee faced stiff competition in the race to be president and I believe her positive attitude, tenacity and passion for everything Des Moines helped her to win. Her Business Record Blog posts have been entertaining and enlightening not only for young professionals but business people of all ages. When researching her volunteering experience to write this letter, I continue to be amazed at the multitude of groups with which she has been involved. And yet, I am not surprised because I have seen the light in her eyes when she walks into a room of strangers. To her, every person she meets is a potential new friend and partner. Since moving to Des Moines to attend Drake University, she has embraced this city and its people. She is a naturally born networker and I know she will impress us with her newest undertakings time and time again. Emilee is an asset to the non-profit community where she works as well as the business community for whom she is a tireless cheerleader. I strongly recommend Emilee Richardson for the Forty Under 40 class of 2014.

Sincerely,

Sara Kobilka

Des Moines Business Record Forty Under 40 Class of 2012



9105 NORTHPARK DRIVE
JOHNSTON, IA 50131

P: 515.221.4900 F: 515.221.0000 TRILIXGROUP.COM

To whom it may concern:

I have had the pleasure of knowing Emilee Richardson for several years and am very excited to support her as a candidate for Forty Under 40.

Emilee is the elected President of Young Professionals Connection (YPC) for 2014, an organization I had the privilege of leading in 2011. Not many people are expected to lead such influential boards, of a membership over 700, so early in their career.

One thing that stands out to me is Emilee's ability to listen as a leader. For someone in her position she remains very humble and is always listening for how she can be a better person and professional. More importantly, she puts what she hears into action.

In addition, Emilee shows a strong dedication to the Science Center in her job every day. She brings a positive, "anything can be done" attitude, working for multiple nonprofits across Iowa. Her dedication and effort is matched by few.

Many people get over involved in their community, but few can handle it like Emilee. Her ability to lead and bring enthusiasm to any task she encounters sets her apart from other Forty Under 40 applicants.

Sincerely,

Jason Wells
Trilix Group



January 9, 2014

To "40 Under 40" Selection Committee,

Emilee Richardson exemplifies the best of what we strive for at the Science Center of Iowa (SCI). She has a foundation built on the highest professional standards, enhanced with a passion for learning, balanced with a meaningful commitment to the community!

Emilee first worked at the Science Center on the "front lines" as one of our talented team of science program presenters helping visitors understand complex science concepts in fun and engaging ways. She was able to utilize her great people skills in this setting and also quickly demonstrated her ability to work effectively in a complex team environment. These early experiences working directly with our visitors have grown into a mature understanding of the many audiences who attend SCI - knowledge she is creatively applying as she shapes new ways to better serve them. In her current capacity as *Marketing and Communications Manager* she has quickly emerged as a leader among our staff, specifically building on her experience and depth of understanding of what our participants need to have an amazing visit to SCI.

Emilee has also been an integral part of, and played a leadership role for, SCI's expansion of the range of audiences we serve. The organization's strategic plan outlines objectives to expand our "live long" learning audiences dramatically in the coming years. Her work to engage Iowa's young professional community with SCI's programming, events, and volunteer opportunities has been an overwhelming success in reaching these new audiences.

I also had the opportunity to work directly with Emilee while she was working at IRIS. Emilee worked closely with SCI to place an international intern from Egypt, Mohamed Zarkani, at SCI in 2010. All involved with the internship rate it as one of their more memorable work experiences and the program's success was largely due to Emilee's professionalism, continuous engagement, and follow through.

And in closing – Emilee is just a delightful, positive person that is fun to work around. Her "can-do" attitude inspires others to accomplish more and her successes to date at SCI will serve as the platform from which she will help shape a visionary future for the organization.

I highly recommend Emilee Richardson for consideration as part of the next class of "40 Under 40"!

A handwritten signature in blue ink, appearing to read 'C. Simmons'.

Curtis Simmons
President & CEO
Science Center of Iowa