



Ben C. Barnhart,
American Red Cross
2116 Grand Avenue
Des Moines, IA 50312
January 6, 2015

Dear 40 Under 40 Selections Committee:

It is my pleasure to recommend Shawn Russell as a distinguished recipient of the Forty Under Forty Award. Shawn Russell has been an important member of the Central Iowa Chapter of the American Red Cross Board of Directors for two years. She has also been a leader on the Heroes of the Heartland Events Committee for six years, acting as chair for four.

Additionally, she is valued as a member of the Public Support and Awareness Committee, applying her marketing skills to our approach of potential and current donors. In many of our committees that I have worked with Shawn over the past 3 years, she has been the driving force for the marketing decisions that have been made. She's been really effective at bringing creativity and the expertise that is critical to the committee's work--and our success in raising the Red Cross profile in Des Moines. It's clear that she excels in her profession and that carries over into our board room.

As chair of the Heroes of the Heartland Promotions and Sponsorships Committee, Shawn is an exemplary leader. She has provided guidance to the Promotions and Sponsorships Committee and helped it achieve over \$600,000 through these events. She is actively engaged in her service work with us, effectively leading meetings and integrating with our staff to get things done. She is active in attendance at functions, meeting and involving others in our work, bringing new volunteers to our organization. Shawn was recently critical to the success of our annual stewardship event, providing her time and energy to the planning and implementation of the event.

Above all else, Shawn is a friend to the American Red Cross, providing her service in many ways. As a friend to Shawn for nearly 20 years, I can also vouch for her character and integrity, dedicating her time to her family and friends as well as all the organizations I have seen her become involved in.

Sincerely,

Ben C. Barnhart, Chief Development Officer
American Red Cross – Serving Greater Iowa