



January 7, 2015

Dear Selection Committee:

I'm writing this letter in support of Shawn Russell's "40 Under 40" nomination. As a former honoree myself, I can attest to the fact that Shawn would make an excellent candidate for this distinction.

Until last summer, Shawn worked for me as a member of the GuideOne Insurance marketing team for nearly a decade. She was a Senior Marketing Specialist with responsibilities for:

- ✓ managing the production of all of the company's marketing collateral materials, including brochures, fliers, and point-of-sale displays;
- ✓ running the company's social media marketing;
- ✓ overseeing our national agent marketing programs including co-op advertising, new agent marketing launches, yellow page advertising, building signage, and advertising specialty items;
- ✓ consulting with our agents on advertising and marketing challenges and developing integrated solutions;
- ✓ creating both printed and electronic newsletters for our customers; and
- ✓ overseeing the creation of corporate videos.

Before joining GuideOne, Shawn had experiences in sales and operations with a private company in Chicago, in management with Hertz, in marketing and direct mail with a financial services company in Florida, and a marketing internship for Walt Disney World. As you can see, she is a well-rounded marketing professional.

Shawn also gives back. She's a dedicated Red Cross volunteer. Whether it is the Red Cross "Heroes of the Heartland" event, committee work, or board duties, she's passionate about the organization.

I think Shawn's greatest strength is that brings creativity, a great attitude, and a "can-do" spirit to everything she does. She was an excellent addition to the GuideOne team and would represent the "40 Under 40" honor well.

Please feel free to contact me at 515-267-2300 if you should have any questions at all about Shawn's experiences and many strengths.

Best regards,

A handwritten signature in black ink, appearing to read "Sarah Buckley", with a large, stylized loop at the end.

Sarah Buckley, APR  
Vice President of Corporate Communications & Marketing  
GuideOne Insurance  
40 Under 40 Class of 2008