January 8, 2015

The Business Record

The Depot at Fourth

100 4th Street

Des Moines, IA 50309

RE: “Forty Under 40” Nominations

It is my honor to nominate Shannon Strickler, President/CEO of LeadingAge Iowa, for your “Forty Under 40” recognition class of 2015.

I have had the privilege of knowing and working with Ms. Strickler since her graduation from Drake Law School in 2002. Ms. Strickler began her employment with the Iowa Hospital Association (IHA) as an entry-level director/staff lobbyist, but soon demonstrated an outstanding work ethic and professionalism beyond her years. Ms. Strickler was quickly promoted to a vice president position at IHA and became the youngest member of the IHA Policy Group, the senior team responsible for setting strategic priorities for the entire Association representing Iowa’s 118 hospitals.

Throughout her tenure at IHA, Ms. Strickler and I served as the registered lobbyists for the Association, giving me the opportunity to work directly with her on a day-to-day basis. I relied heavily upon her attention to detail and keen political insight during our work together. Her professional efforts were instrumental in passing major health care policy initiatives before the Iowa General Assembly, including creation of the Iowa Health and Wellness Plan (Medicaid expansion) and implementation of a statewide smoking ban, among many others. In addition, Ms. Strickler also had responsibility for overall finance policy and federal advocacy activities during her time at IHA.

Having served as a professional lobbyist for 20 years, I can truthfully state that there are few individuals I have encountered who combine the intellect, vision and winning personality as possessed by Shannon Strickler. Not only is she effective in her professional endeavors, but she operates in a manner that truly engages others. Everyone who knows Ms. Strickler genuinely *likes* her!

When Ms. Strickler left IHA to become President/CEO of LeadingAge Iowa, I told the search committee that I had complete confidence in her abilities as a leader and a change-agent, which I believe she is proving to be to that organization. Shannon Strickler is truly one of the finest young leaders that Des Moines has to offer. It would be a travesty if your 2015 “Forty Under 40” class did not include this exceptional individual.

Sincerely,



Greg Boattenhamer

Senior Vice President – Government Relations