To Whom It May Concern:

It is with great humility that I submit my name for consideration to be honored as one of the *Business Record*'s Forty under 40 for 2015. I thank Class of 2014 honoree Philip Blumberg for nominating me.

The first time I stepped foot in Iowa was for a short visit in the fall 2005. It was clear that Des Moines was growing. My girlfriend (now wife) was excited to tell me that Court Avenue was recently changed to a two-way street and, by the way, the city had a new science center and library. People were happy, not to mention friendly. There was a sense of civic pride that was more genuine than I had ever experienced.

Back in California, I had the opportunity to ask a question at a gubernatorial debate. I asked what each candidate would do to keep educated young professionals like me from leaving the state for greener fields in, say, Iowa. The only I answer I got was "It's warmer in California." That answer was not good enough and soon after, I moved to Iowa.

Eight years later I am accomplishing more as a young professional in Des Moines than I ever could in San Francisco. I know the opportunities I have been presented and sought out are different and better than if I had stayed put. The people I meet care in a way that can only be explained as "Iowa nice." I go to sleep knowing that I am valued and make a difference in my community.

I am proud of my accomplishments, both professional and civic. I learned what it takes to build a city at Hubbell Realty Company. At Catchfire Media, I broke ground in the social media marketing industry by promoting local businesses—including the Blue Ribbon Bacon Festival—further instilling love for our community. And every day for the past three-and-a-half years, I have had the pleasure of telling Drake University's story, especially about how the school is a net importer of talent to our great city. As a member of the Greater Des Moines Leadership Institute's class of 2013 I learned what it takes to make a community great. I take those lessons and apply them on the boards I serve and the organizations I give my time, talent, and treasure.

As you look through my supporting materials, I hope you will see that I have committed myself to Des Moines and enhanced its image and reputation. Not a day goes by where I am not thankful for what I have because of this city.

Sincerely,

Jarad Bernstein

Jarad Bernstein

Summary

Communications professional and community builder with experience in higher education, the diplomatic environment, diversified real estate, and social media. Well-honed skills in campaign development, media and public relations, community outreach, crisis communications, and event management.

Experience

-

Drake University Director of Public Relations and M	Des Moines, IA Media Management	August 2011 – Present
 relations within the office of Un Lead the university's crisis com Responsible for the university's Oversee development and exect 	munications efforts advertising budget ation of the university's social media ation of the university's thought leade	strategy
Catchfire Media Senior Analyst	Des Moines, IA	September 2009 – August 2011
 Organically increased F months, managed a \$50 Managed the Blue Ribb resulted in the event sel 22.9% click-through rat Responsible for social r project, Give Back Des members about the proj Kept clients apprised of social r Prepared monthly reports details Wrote posts for the Catchfire M Created proposals for potential of 	ling out in four minutes, developed a re, and placed 54 media stories worth nedia surrounding the Greater Des M Moines, which resulted in connecting ect nedia developments that could impact ing activity and recommendations for redia blog and tweeted on behalf of the	followers by 343% for Scheels in 18 d major social media initiatives ional media relations campaigns that in email campaign that attained a \$42,000 Joines Leadership Institute's 2010 g with over 2,500 community et their strategy r clients he firm
Hubbell Realty Company Public Relations Specialist	West Des Moines, IA	April 2007 – April 2009

- Pitched and coordinated media coverage for the company and its nineteen subsidiaries
 - Placed 175 media stories in the first four months of 2009, return on investment of 24.7 to 1
- Initiated and oversaw the company's successful entrance into social media
 - Implemented an integrated social media campaign that garnered national and local coverage
 - Procured leads by 'listening' to user-generated media on blogs, Twitter, Facebook and elsewhere
- Enhanced company visibility and brand awareness through event planning, which included groundbreakings, ribbon cuttings, and community open houses

- Managed the production of two semiannual magazines, which included developing story ideas, overseeing freelance writers, editing articles, organizing photo shoots, and directing overall vision of the publications
- Wrote public relations plans, press releases, blogs, case studies, proposals, brochures, websites, and newsletters
- Counseled executives on public relations strategy and prepared them for interviews
- Led crises communications efforts:
 - During the floods of 2008, effectively communicated updates to board members, tenants, media, and the public through traditional means as well as the web and RSS feeds
 - Successfully restrained media coverage of multiple murders, fires, and robberies at the company's _ apartment properties
 - Placed positive homebuilding stories in the local media immediately following the financial collapse of Iowa's largest homebuilder at that time

Consulate General of Israel	San Francisco, CA	November 2003 – November 2006
Director of Media Relations		

- Coordinated all media coverage of Israel in a six state region
 - Prepared local and visiting diplomats for interviews, speeches, and editorial board meetings
 - Successfully promoted cultural events throughout the region during hostile political situations _
 - Wrote and distributed press releases
- Created analytical research reports focusing primarily on politics and media
- Regularly wrote persuasive and explanatory opinion articles that were published in newspapers across the Pacific Northwest region
- Drafted speeches for diplomats
- Regularly met with editorial boards, reporters, politicians, and community members
- Effectively mitigated negative media coverage during countless terror attacks, a war, and Israel's disengagement from Gaza
- Crafted and communicated a unified message to polarized groups during multiple crises
- Increased positive coverage of Israel by 25% in local media over a 3-year period

Education

Drake University	Des Moines, IA	2008-2009
• One year completed of the Master of C	communications Leadership program	
Drake UniversityBusiness Leadership certificate from the	Des Moines, IA ne College of Business and Public Administration	May 2008
University of California, Santa Barbara	Santa Barbara, CA	June 2003

- Bachelor of Arts in Global Studies, with an emphasis in Middle East socioeconomics and politics
- Spent 2001-2002 year abroad at the Hebrew University of Jerusalem

Civic Engagement

Jewish Federation of Greater Des Moines

Serve on the board, and since June 2013, as chair of the Jewish Community Relations Commission (JCRC). The JCRC is the non-partisan inter-group relations and public affairs committee of the Jewish Federation of Greater Des Moines that deals with promoting civil and human rights, pro-Israel advocacy, and advocating for causes on behalf of the Jewish community. The JCRC promotes relations with government officials, civic, religious, and ethnic leaders, the education community, media, labor and business, and the general public.

2011 – Present

Tifereth Israel Synagogue

- Serve on the executive board of the 114-year-old synagogue as secretary
- Serve on fundraising committee tasked with raising \$1 million

Drake University Hillel

- Liaison between the Drake Hillel student organization and the Jewish Federation of Greater Des Moines, working closely with those two organizations and the university as Hillel settles into and fundraises for its first exclusive facility in more than 20 years
- Secured major national coverage in USA Today for the organization as it opened its new facility in Fall 2014
- Work with student board to develop meaningful programming

Greater Des Moines Leadership Institute

Completed leadership training program and served on marketing committee for the class project, which
raised over \$152,000 to renovate a property for Amanda the Panda's Center for Grief and Loss

Professional Associations

Public Relations Society of America

- Served on the chapter board of the local PRSA as treasurer, handling all financial matters
- Active in Counselors to Higher Education section of the national association

Certifications

- Individual Qualification in Google Analytics
- Google AdWords Qualified Search Advertising

2009 - Present

2008 - Present

2008 – Present

2012 - 2013



OFFICERS Jule Goldstein President

David Adelman President-Elect

Kent Rosenberg Treasurer

Will Rogers Recording Secretary

Don Blumenthal Des Moines Jewish Foundation President

Stuart Oxer Executive Director

January 8, 2014

Dear Selection Committee,

Young leaders, with the skills and passion to make a difference, are critical to the long-term success of non-profit organizations. The Jewish Federation is fortunate in having attracted a number of such young leaders, Jarad Bernstein being one prominent among them. An active member in his synagogue, Jarad currently serves the Jewish Federation as chairperson of our Community Relations Commission and as a member of our Board of Trustees.

Jarad is, in fact, the youngest person to be appointed chairperson of the Jewish Community Relations Commission (JCRC). The JCRC is the non-partisan public affairs committee of the organized Jewish Community that promotes civil and human rights, pro-Israel advocacy, and the elimination of discrimination in our schools, government, and business community. Mr. Bernstein was selected for this position because of his active involvement in promoting the mission of the Jewish Federation as a volunteer, his prior service to JCRC as a member, his ability to communicate with constituents from multiple generations, and his ability to be fair and level-headed when dealing with complicated issues and complicated people. Over the two years of tenure as JCRC chair, Jarad has helped the Commission contend successfully with many challenges. Our Federation leaders are very proud of his accomplishments in this vital area.

I am, in addition, very proud of the leadership Jarad has demonstrated in developing Drake Hillel, the Jewish student organization on campus. Several years ago, the student group attracted only a few active members. Through the hard organizational work undertaken by Jared, other Drake employees' and alumni, the organization's membership has grown 10 fold. With the future in mind, it became clear that to build upon its growth, Drake Hillel would benefit from acquiring a facility to call its own. Jarad was instrumental in communicating the mission of Drake Hillel and the need for a facility to the Federation's Board of Trustees, our supporting Foundation Board, and our donors. As a result of Jarad's advocacy, the Jewish Federation was excited to purchase a house near to campus for Drake Hillel this past summer. The student and community response to this acquisition has been phenomenally positive and highly motivating. Interestingly, the story of the Drake Hillel house, and its relation to the mission of the Federation to increase in the young Jewish population in Des Moines was featured in a recent edition of *USA Today*. I can honestly say that the project would not have been implemented without the dedication and skill of Jared Bernstein.

Jewish Family Services is a partner of United Way of Central Iowa

On behalf of the Board of Trustees of the Jewish Federation of Greater Des Moines, I am pleased to recommend Jarad Bernstein to be considered for selection as one of Des Moines' *Forty under Forty*.

Sincerely,

Stuart Oxer Executive Director Jewish Federation of Greater Des Moines

DES MOINES UNIVERSITY CLINIC

January 7, 2015

Business Record The Depot at 4th 100 4th Street Des Moines, IA 50309

To Whom It May Concern:

I am writing to recommend Jarad Bernstein for the Business Record's 16th annual Forty Under 40.

I have had the pleasure of knowing Jarad and his wife Lilianna for nearly eight years. Jarad is a dedicated member of the Des Moines community. Over the last few years while he has served as Drake University's Director of Public Relations and Media Management I have seen him work hard to increase the visibility—both locally and nationally—of Drake's various accomplishments. He is intimately involved in managing the communication coming from the University and promoting the great work taking place there.

Though he has accomplished much professionally, Jarad's commitment to community is what has impressed me the most. Neither Jarad, nor his wife, are native Iowans, yet he is one of the proudest residents of Des Moines I know and works to make it the best it can be. Whether through his involvement with the Greater Des Moines Leadership Institute, working to improve the Drake Neighborhood by becoming active in its association, or working with local sister city initiatives, Jarad shows leadership and involvement beyond his work at Drake.

I am consistently impressed with Jarad's intelligence, commitment, and political and professional savvy. I have seen these attributes displayed consistently through our work together on our synagogue board and in his efforts working with the Jewish Federation of Greater Des Moines. The Des Moines community greatly benefits from his strong sense of commitment.

As a recent Forty Under 40 honoree I have had the opportunity to get to know some of the amazing individuals who have also received this honor and the work they did to earn it. It is with this perspective and my knowledge of Jarad's community involvement and leadership I described above that I recommend, without hesitation, Jarad Bernstein to the 16th annual Forty Under 40 class.

Sincerely,

f Blumberg

Philip Blumberg

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