



January 9, 2015

To Whom It May Concern:

This letter is to nominate Lane Till for 40 under 40 candidate. I have known Lane Till and professionally and civically worked with Lane for the past six years. Lane is currently the Marketing and Communications Director at Capture Marketing having risen to this position after working here for four years.

Her positive work ethic, great soundness for strategy, and her passion for her clients has made her one of the most valuable people in this office. What is astonishing is her commitment to the members of the clients she serves. Lane goes above and beyond to interact with one of our clients that deals with people with developmental and physical disabilities. She has been on the front lines building coalitions, doing interviews, building communities, and working to empower individuals with disabilities to make their voice known and vote. She also worked with Iowa Coalition for Integrated Employment (ICIE) where she has helped them develop messaging, a brand identity, and have helped them create a communications plan to empower and help those with disabilities to find work.

Lane has also been active in the community serving on the board of Iowa Coalition of Domestic Violence (ICDV) and also serving as the Chair in 2012-and 2013. She was responsible for leading the organization's mission and helping setup the Wine Women & Shoes event benefiting women of domestic violence.

Other organizations that Lane has also been involved in is Association of Business and Industry serving on the Employment and Workforce Task Force and the Des Moines East and South Des Moines Chamber actively serving on the Ambassador Committee.

Overall, Lane is an up and coming leader in Des Moines who has put family, passion for helping others, and a strong moral compass at the top of her priority. I certainly recommend Lane to the 40 under 40 and believe she would live up to the high standards that this prestigious nomination requires.

Sincerely,

Carl M. Lingen  
Chief Operations Officer and Co-Owner  
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# IOWA DD Council

Preparation, Participation, Power

January 8, 2015

To whom it may Concern:

I am writing in support of Lane Till's nomination for the Business Record's 40 under 40. I met Lane three years ago when her agency, Capture Marketing, was awarded the contract for management of the DD Council's, Iowans with Disabilities in Action (ID Action) project. ID Action is a nonpartisan initiative launched in 2002 to address the underrepresentation of Iowans with disabilities by increasing their active participation in political and civic opportunities that promote positive change. Capture Marketing came on board at a point in time when ID Action was growing stale and complacent, and the creativity and enthusiasm that Lane's direction brought to the ID Action team breathed new life into a project which continues today to grow beyond our initial expectations.

Lane's service to and interaction with, a statewide community of Iowans who are affected by disability demonstrates a sensitivity, sincerity and sensibility that has been present from the beginning and which results in consistently high satisfaction from project participants and others with whom she comes into contact. Lane's persistence, her boundless energy and her enthusiasm for the project have fueled the growth of the ID Action project and, most importantly, the growth of Iowans with disabilities as active and capable advocates for the change that they want to see in their lives.

Thank you.

Rik Shannon  
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January 2, 2015

Dear 40 under 40 selection committee:

I would like to take some time and nominate Lane Till as a candidate for 40 under 40. I have had the pleasure of working with Lane for the last three years and also as a client. Lane possesses an uncanny talent for branding and message development and has helped me grow in my profession as a mentor.

One of the first signs of leadership is the ability to do the difficult things that no one else wants to do. When we were trying to get a legislative priority advocacy letter out for one of our non-profit clients, Lane was the first to volunteer to stay all night to get it out. She led her team in getting the project done and completed on time.

I have moved on to another company, but when my department asked for help on internal communication strategies as one of our initiatives I immediately called Lane for her help and guidance on the project.

What impresses me also is the passion and dedication to those in the disability community and also serving on the Iowa Coalition for Domestic Violence and eventually serving as a Chair. She committed numerous hours to that organization to help lead it in strategy of the mission as well as fundraising.

I hope you take careful consideration of Lane Till as a nominee for 40 under 40 and recommend she be chosen.

Sincerely,

A handwritten signature in black ink, appearing to read "Kyle L. Frette". The signature is fluid and cursive, with a long horizontal line extending from the end.

Kyle L. Frette  
Communications Specialist  
Enterprise Business Services  
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