

Jason Swanson The Business Record 100 Fourth Street Des Moines, IA 50309

Dear Mr. Swanson:

In her young career, Bethany Wilcoxon has already made a long-lasting impact in Greater Des Moines. She has been instrumental in two regional plans that will shape Central Iowa for years to come. It is my honor to nominate Bethany as a Business Record Forty Under 40 Honoree.

As a Senior Transportation Planner at the Des Moines Area Metropolitan Planning Organization, Bethany managed the formation of The Tomorrow Plan. The Tomorrow Plan is a \$3.1 million effort to develop a regional comprehensive sustainability plan for Greater Des Moines. The plan lays out a framework of what Greater Des Moines' development could look like 40 years from now, and what steps our business community and local elected officials can take to get there. The plan's formation had heavy input from a steering committee of influential area leaders. Bethany's leadership was instrumental in bringing key stakeholders to the table and implanting the steering committee's input into the final plan.

Bethany's work with The Tomorrow Plan made her the perfect candidate to take over as Capital Crossroads Strategic Coordinator in 2014. Capital Crossroads: A Vision Plan For Greater Des Moines & Central Iowa, is now in the second half of its five-year implementation plan. Bethany has helped the Capital Crossroads Steering Committee and volunteers refocus their efforts, better communicate the plan's implementation progress and goals with key constituents, and continue to connect volunteers who can help achieve significant milestones.

Bethany has dedicated herself to making this region a better place, both in her professional career and through her community involvement. She is the President of Urban Ambassadors, raised around \$25,000 for the Leukemia & Lymphoma Society as a Woman of the Year Candidate, and for years mentored a young woman through Big Brothers Big Sisters of Central Iowa. Bethany has positioned herself to be an influential leader in Central Iowa. Bethany's character, work ethic, and dedication to Greater Des Moines make her a worthy Forty Under 40 candidate.

Sincerely:

Eugene T. Meyer

President, Greater Des Moines Partnership

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