

URBANAMBASSADORS

PO Box 8385 • Des Moines, IA 50301 • urbanambassadors.org

Forty under 40 Selection Committee
c/o the *Des Moines Business Record*
100 Fourth Street
Des Moines, IA 50309

To the committee:

We are pleased to write in support of Bethany Wilcoxon's nomination for the 16th annual Forty under 40 awards. For just over a year, Bethany has served as president of Urban Ambassadors (UA), an all-volunteer 501(c)3 organization that serves as a hub for sustainable living in greater Des Moines. We provide networking opportunities, training and recognition, and project management leadership to community-driven sustainability efforts around the region.

Long prior to assuming leadership of UA, Bethany's coordination of *The Tomorrow Plan*, a 50-year plan for regional sustainability, cemented her reputation as a community builder and advocate. Her countless volunteer hours in service to the UA community demonstrate her deep personal commitment to making our community stronger and more resilient.

Bethany's term as president of UA began at a critical juncture in our history, as our founding leadership transitioned to a second-wave team. She rose to the challenge, creating a year-long action plan for the organization that has resulted in some of its most rewarding events and collaborations to date, including these examples among many:

- Bethany led a collaborative art exhibition with UA, the Art Center's Art Noir, and the 80/35 music festival to highlight the waste stream generated by the fest and potential for recycling and re-use of that material.
- She took the bold step of engaging UA in the inaugural DSM Charity Hack, where a group of volunteer software developers created a unique project management tool for community sustainability projects to help more area residents find and connect with this important work.
- Bethany envisioned and co-led UA's inaugural friendraiser event which drew over 50 community sustainability visionaries to Windsor Heights' Colby Park in August for a day of fellowship and celebration.

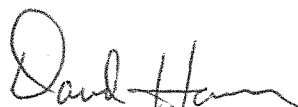
Through all of this, we have seen Bethany constantly strive to bring together new partners and connect resources to make her community the best it can be. A central part of Bethany's style is developing leadership capacity in others. With great sophistication, Bethany is watching for opportunities for team members to lead and grow, perhaps by writing a grant or leading a project. After making the connection, she coaches her team to success, lending her own experience so that others can feel the excitement of showing leadership in their community.

It is hard for us to name anyone who is more committed to the future of our region than Bethany Wilcoxon, and we are grateful for this opportunity to lift up her hard work for your consideration.

With thanks,



Matt Hauge
Board of Directors
Urban Ambassadors



David Hance
Board of Directors
Urban Ambassadors

We're planting the seeds of sustainability for a greener greater Des Moines.