



# Blank Children's Hospital

## UnityPoint Health

January 5, 2015

Forty Under 40 Selection Committee  
Business Publications  
Des Moines Business Record  
100 Fourth Street  
Des Moines, IA 50309

Members of the Selection Committee:

Please accept this letter as my formal recommendation of Brenna Finnerty for the Business Record's 2015 class of Forty Under 40.

I've had the opportunity to work with Brenna since the time she joined UnityPoint Health in November 2009. She has an incredible commitment and dedication to her profession, our organization and our community. It has been my pleasure to watch her grow within UnityPoint Health, where she has not just been willing, but embraced each opportunity that she has been presented.

As internal communication coordinator, she proved invaluable to our senior team during key organizational initiatives including the launch of our Great Place to Work Program. After promotion to the role of service line specialist for our physicians and clinics group, Brenna continued to lead strategic communication for extensive projects such as the successful organization-wide rebranding of Iowa Health System to UnityPoint Health, the acquisition and growth of our clinic group and the shift in care delivery as a result of health care reform. After just two years in this role, Brenna was recognized for her performance and promoted to the role of marketing communications manager for UnityPoint Clinic.

Earlier this year, our team at Blank Children's welcomed Brenna into the newly-created role of Annual Giving Director, where she has actively helped make a difference for patients and families through her work expanding our current donor database. Most recently, Brenna helped to organize and execute the most successful Festival of Trees & Lights in the event's 31-year history, raising over \$500,000. Her passion for helping children has extended into her community work as well through her involvement with organizations such as Variety – the Children's Charity, the Ashley Okland Star Playground, the Des Moines Bicycle Collective and Everybody Wins! Iowa.

I am thrilled to have Brenna's energy and passion focused on making a difference in the lives of patients and families we serve at Blank Children's. I truly believe our organization – and the community we live in – is a better place because of Brenna.

As a past Forty Under 40 honoree, I cannot think of a person who would be more deserving of this recognition and embodies the leadership ideals that you are looking to recognize. Brenna will add a great deal to this year's class!

Sincerely,

David Stark, FACHE  
President//Chief Operating Officer  
Blank Children's Hospital