

January 7, 2015

Business Record
40 Under 40 Program
The Depot at 4th, 100 4th Street
Des Moines, Iowa 50309

Nominee: Brenna E. Finnerty

Dear Judges:

I have been asked to contribute my thoughts for the nomination of Brenna E. Finnerty for your 40 Under 40 recognition. It is my privilege to have this opportunity to officially contribute my thoughts to the public record on this amazing individual and community resource.

I was introduced to Brenna in 2013 when I became involved in an effort, through the Des Moines Bicycle Collective, to launch a very ambitious "Open Street" event in Des Moines. Through her involvement in the community Brenna heard we were trying to implement an "Open Street" event and were seeking leadership for the project. She came to us and offered the assistance of a group of students in the Drake University Masters in Public Administration program, of which she was a member, and she made our dream a reality. She was the driving force that turned our "Open Street" idea into DSMove, an event that in its first year alone secured corporate sponsorship, community support and was attended by hundreds of people.

Since that initial introduction to this force of nature I have had the pleasure of watching her impact the community professionally at UnityPoint Health and in various other volunteer arenas. As a professor at Grand View University I often suggest to senior coeds that they schedule a session to shadow Brenna. I believe such opportunities help illustrate what intelligence and capability can do when combined with passion and a sense of joy in contributing to the community.

Once when I was conversing with Brenna and praising the effort she led to raise a half million dollars for the Ashley Okland all-inclusive playground in Des Moines, she was quick to distribute credit to the memory of Ashley, other Variety volunteers and generous donors. It goes without saying humility is also an attributes that I associate and admire in this amazing young woman.

I am sure your eventual group of 40 will have some incredible individuals. But from my perspective it would be hard to imagine anyone more deserving of this honor than the irrepressible Brenna E. Finnerty.

Sincerely:

Tim Lane

Past President Iowa Association for Health, Physical Education, Recreation and Dance
Des Moines Bicycle Collective Volunteer
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