

Jeff Russell
President & CEO

January 8, 2015

Des Moines Business Record
Attention: Forty Under 40 Selection Committee
100 Fourth Street
Des Moines, Iowa 50309

Dear Forty Under 40 Selection Committee:

I am writing to recommend Jill Hamilton for the Business Record's annual Forty Under 40 Award. Jill has the leadership qualities and breadth of community involvement for which this recognition is known.

Since 2007, Jill has provided oversight of Delta Dental of Iowa's public relations, marketing and corporate communications programs. She directs the company's external communications and public relations activities not only in Des Moines but across the state. With responsibility for the company's broad marketing and communications plan, Jill's ability to build relationships and collaborate has been crucial to her success. Her contributions and leadership skills led to Jill being promoted to Director, Corporate Communications, in 2014.

Jill's influence extends beyond Iowa's borders. For example, she has been involved in two major strategic initiatives involving multi-state collaboration with other Delta Dental organizations. The process of turning diverse opinions and differing goals into an outcome everyone can support can be challenging. Jill was instrumental in achieving this through the design and development phases of these two initiatives: creating a unified website redesign and a social media platform. She then led Iowa's implementation of these consumer-friendly communication vehicles. The approach used for the social media collaboration has become a model for best practices and innovation throughout the Association. In addition, Jill is an active contributor as a member of our National Advertising Council.

Beyond her professional responsibilities, Jill has a passion for volunteer service and has been actively involved in Delta Dental's United Way and "Giving Back" campaigns, Race for the Cure, the Polk County Health Fair, Iowa Mission of Mercy, Iowa Food Bank's "Backpack Buddies" program, Rooftop Foundation and other volunteer and fundraising projects. As a board member of Free Clinics of Iowa since 2010, she is able

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to share her communication and leadership skills with yet another audience. Jill is adept at effectively balancing work, community service and raising her 5-year-old son, Parker.

Some of her contributions to the community may have started because of her role, but I feel it goes beyond that. For Jill, it's not just about being part of her job, she truly demonstrates Delta Dental's mission to improve the health and smiles of the people we serve. This commitment motivates others to get involved with community engagement activities. Leadership comes in many forms. Jill's ability to inspire others to action stems from the way she models involvement. Not only is she a leader in highly-visible situations, Jill has earned respect for her willingness to dig in and help in hands-on ways behind the scenes.

Throughout her tenure at Delta Dental, Jill has been an outstanding contributor. She exemplifies the qualities of an inclusive leader in Des Moines and across Iowa. From her civic involvement, to her professional contributions and her commitment to her son, I would highly recommend Jill Hamilton for the 2015 Forty Under 40 class.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Russell". The signature is fluid and cursive, with the first name "Jeff" and last name "Russell" clearly distinguishable.

Jeff Russell
President and CEO
Delta Dental of Iowa