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January 7, 2015

Subject – Izaah Knox “40 under 40” Nomination

To Whom It May Concern:

I am writing to support Wayne Ford’s nomination of Izaah Knox for the “40 under 40” awards. We recently hired Izaah as a Talent Acquisition Program Development Consultant. In his role he will be responsible to:

- Develop and implement strategies and programs designed to attract and retain diverse and qualified candidates for Wellmark.
- Enhance the diversity of Wellmark’s workforce through established and sustained partnerships with all areas of the business and within the community.
- Collaboratively provide solutions that support on-going talent acquisition needs by utilizing an understanding of strategic business initiatives, the external market for talent as well as environmental impacts.

Izaah will have a unique employment arrangement whereby his work time will be shared with Urban Dreams for the next three years. At the end of the three years, it is anticipated that he will transition to work full time as the Executive Director for Urban Dreams.

Izaah’s life experiences, education and professional experiences make him a great candidate for the goals we are seeking to accomplish. This also translates to being a fine representative for the “40 under 40” award.

I am pleased to support Wayne’s nomination and I welcome the opportunity to further discuss this recommendation. I can be reached at 515.376.4822 or [berinobism@wellmark.com](mailto:berinobism@wellmark.com).

Sincerely,

Rona Berinobis  
Director of Talent Acquisition and Workforce Inclusion  
Inclusion Council Vice-Chair