

May 26, 2017

Selection Committee, Women of Influence
Business Publications
Address
Des Moines, IA 50309

RE: Nomination of Abby Rodewald, Meredith Emerging Woman of Influence

Dear Selection Committee:

I am pleased to recommend Abby Rodewald as the 2017 Meredith Emerging Woman of Influence. A trained designer with business acumen and flair for making good things happen, Abby epitomizes the "juice" provided by the Creative Class in making both business and civic activities flourish in the Des Moines metro.

I have greatly admired Abby's evolving professional success and community leadership roles throughout the past four years. In her professional life as a landscape architect and now manager of Heart of Iowa Market Place, Abby has been a catalyst for each employer's success. Abby's decision to focus her full attention on growing a Valley Junction-based business is a tremendous opportunity to harness her entrepreneurial spirit while building decision-making and management skills.

Abby has made her mark on the community, both literally and figuratively. One of her most recognized landscape projects involved the plaza renovation at 801 Grand, which effectively creates a welcoming yet grand presence for one of Des Moines' landmark structures. In volunteer work related to the design profession, Abby has been a strong leader in establishing and growing the Iowa Women in Architects organization, helping to promote the success of women in design fields including landscape architecture. In fact, she has been a primary driver in ensuring inclusion of landscape architects in the organization.

She has been recognized by the American Society of Landscape Architects (ASLA) Central States with both an Excellence Award and an Honor Award in Planning and Analysis. These strengths in planning and analysis have easily transitioned to the business world, and are also a reason that her civic engagement has produced strong results. The Young Professionals Connection (YPC) has evolved successfully during her committee and board tenure, including current service as President. Abby has also been an active volunteer with Habitat for Humanity, and her hands-on approach to excellent design and neighborhood development has even played a role in her own life as she is currently working on improvements to her second home – quite an accomplishment for someone so young.

What Abby has accomplished in the first few years foretells great things to come. She's making important things happen – a true emerging leader!

Sincerely,



Susan Judkins
Client Development Director

