May 9th, 2018

Women of Influence/Emerging Leaders

100 Fourth Street

Des Moines, IA 50309

Dear Women of Influence Committee:

It is a pleasure to share my support for Jennifer (Jen) Cross as a candidate for Greater Des Moines and *Business Publications* Women of Influence as the Emerging Woman of Influence award.

Jen is a true, passionate leader, team player, innovator, multi-tasker and contributes voluntarily back to our community. She is also gifted with many leadership skills, confirmed by her peers. Jen is heavily involved with our community from serving on boards and committees to coaching classes in Ankeny. She believes in a multi-step approach and pushes consistently for the social good in Greater Des Moines and that is shown through her multiple levels of involvement. Jen currently serves on the John Stoddard Cancer Center Advisory Board, Rally Against Cancer Committee Member, Big Brothers Big Sisters Big Duo, Winefest Grand Cru and serves on the St. Ambrose University Communications Alumni Council. Jen’s involvement in these organizations highlights the drive and passion she has to make Greater Des Moines even greater!

Jen has been an associate at Catch Des Moines since 2014 and has recently been promoted to Director of Development & Partnerships because of her dedication to our industry and her ability to successfully increase our private sector funds. She has worked diligently on the strategy behind launching our Investment Campaign and is responsible for enormous increases in our partnership (private sector) funding. Jen has also led the strategy and implementation to launch Brew Moines: a Beer Passport app connecting customers directly with breweries in Greater Des Moines. She has increased our partnership revenues by over 16% since her tenure and that percentage continues to grow. These are new dollars that enable us to grow our marketing efforts to attract visitors to Greater Des Moines and help us secure new, city wide events that affect the community from creating new jobs, to implementing new tax revenues to millions of dollars in economic impact. Jen’s strategic selling techniques and aggressive approach is vital to our visitor industry’s success.

I believe Jen Cross should be the Emerging Woman of Influence. She DOES make a huge difference in our community’s many successes!

Thank you for your consideration.

Sincerely,

Greg Edwards

President & CEO

Greater Des Moines Convention & Visitors Bureau

Des Moines Area Sports Commission