**IOWA BUSINESS COUNCIL**

May 21, 2018

Women of Influence/Emerging Leaders 100 4th St.

Des Moines, IA 50309

Dear Women of Influence Committee:

I am writing in support of Jen Cross as a nominee for the Emerging Women of Influence award.

I have known Jen for many years both personally and professionally. Jen is an individual who has a passion for Iowa, the community in which she lives, and giving back to those in need. She demonstrates civility and professionalism as well as a strong work ethic.

Jen is a leader in our community and gives back in many ways. She currently serves on the John Stoddard Cancer Center Advisory Board, Rally Against Cancer Committee member, St. Ambrose University Communications Alumni Council, Big Brothers and Big Sisters Big Duo and the Winefest Grand Cru - just to name a few. Her dedication to the children of our community along with those that are ill demonstrates the compassion and kindness that drives her each day.

In her "every day job" as Director of Development & Partnerships for the Greater Des Moines Convention and Visitors Bureau, Jen continues to look for ways to strengthen our community. She is driven to continue to make our community a better place to live, work and raise a family. Whether she is working hard to attract the NCAA tournament to Des Moines or better tell the story of why individuals and business should look at Des Moines, she is always being creative and connecting the mission of her work to the needs of the community.

Of the younger individuals I interact with both personally and professionally, Jen is a high caliber role model for her generation. There are many reasons I am supporting her nomination and the above are just a few. It is my pleasure to recommend Jen Cross for the Des Moines Business Record' s Women of Influence Emerging Women of Influence award.

**Georgia Van Gundy**

Executive Director, Iowa Business Council

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