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May 23, 2018

Women of Influence
c/o Des Moines Business Record
100 4th St.
Des Moines, IA 50309

I'm writing this letter of recommendation on behalf of Beth Shelton, CEO, Girl Scouts of Greater Iowa to be recognized as a Women of Influence – Emerging Leader. I've known Beth for several years, first in her work with the American Heart Association where she did outstanding work ramping up their many marketing campaigns to increase cumulative revenue by 80% over 4 years.

Secondly, when she moved to Girls Scouts of Greater Iowa, I worked with her as a corporate Chair specifically on the Governor's Luncheon for Scouting that occurs annually. I saw firsthand how much work Beth puts into this initiative as well as, all things in the scouting community. She is passionate about creating opportunities for young girls, preparing them with life lessons, as well as, educational opportunities to help them put their best foot forward.

Since joining Girl Scouts of Greater Iowa, Beth has led the organization to record year over year performance including 21% increase in overall revenue growth, 59% increase in philanthropic contributed dollars and 22% increased cookie program sales growth, leading all 112 Girl Scouts Councils across the country.

Beth is an up and comer in the Des Moines community – selected on the Des Moines Business Record's Forty Under Forty list; listed on Des Moines Register's 50 People to Watch in 2017; and was the recipient of the Simpson College 2018 Alumni Achievement Award.

Beth does all of this while raising a young family along with her husband and manages to find the right balance to succeed in all her endeavors. Beth's passion and dedication to the Greater Des Moines community certainly warrants your consideration to become a Woman of Influence – Emerging Leader.

Sincerely,



Daniel J. Houston
Chairman, CEO and President



May 17, 2018

Mr. Jason Swanson
Business Publications
100 SW 4th Street
Des Moines, IA 50309

Dear Emerging Woman of Influence Selection Committee:

As you know, the Emerging Woman of Influence award was created to honor the next generation of women who have been and will continue making an impact on our community. In my humble opinion, Beth Shelton is a perfect candidate for this recognition.

Beth has been serving at the highest level – Chief Executive Officer – of the Girl Scouts of Greater Iowa since January 2016. In her short time in this role, she has not only won over members of the Central Iowa Community, but also her staff. Beth is a change agent who gets things done while lifting up those around her. An example of her success is shown through improved engagement among Girl Scouts employees, where Beth helped increase employee workplace satisfaction from 19% to 89%, and staff turnover going from 38% to 6% in her two years at the organization.

Beth's positive attitude is contagious. I have had the pleasure of working with her on several initiatives, most recently the Governor's Luncheon on Scouting. Beth was always a step ahead, serving as a catalyst for ideas, and ensuring the event was record-breaking. And most importantly, she does it all with a genuine smile on her face.

I have seen first-hand how she cultivates relationships with both individuals and corporations, which has lifted Girl Scouts to the next level. She has created new events, such as the Inspiring Women of Iowa luncheon, to help secure the future of her organization. She led Girl Scouts to achieve record year-over-year performance – 21% revenue growth, 59% increase in philanthropic dollars, and more – earning her recognition from Girl Scouts of the USA.

In summary, Beth believes in herself and her abilities, which sets a wonderful example for young women in our community. She undoubtedly matches the criteria for the Emerging Woman of Influence award.

Thank you for your consideration,

A handwritten signature in black ink, reading "Emily Abbas", is positioned above the printed name.

Emily Abbas

Selection Committee
Women of Influence
% Business Record
100 4th St.
Des Moines, IA 50309

Dear Members:

I sincerely hope that you are not tired of my multiple letters of support for so many great nominations for the *Women of Influence* award. We are fortunate to have such wonderful women within our community - that is what makes us so great.

Beth Shelton makes our community greater. Her professional and community achievements are impressive and I am convinced we are going to hear more about her in the years to come. The majority of her career has been devoted to the not-for-profit sector where Beth has served others extremely well.

Most recently, the American Heart Association and the Girl Scouts of Greater Iowa (her current employer) have been the beneficiaries of her outstanding leadership. She was named Chief Executive Officer of the Girl Scouts over two years ago. During her short tenure, this organization has delivered extraordinary results - revenues grew 21%, retail sales increased 40% and the famous cookie sales were up 22%, all in 2017.

With all of these great metrics, the most important was the 59% increase in philanthropy dollars. This took some real effort but Beth knows no limits!

While these achievements were transpiring, the employee engagement score at the Girl Scouts increased remarkably - **from 19% to 89%**. The organization was also named one of the Top Workplaces in Iowa. None of this happened without Beth's conviction about changing the culture of the organization. She did it without letting anyone feel disenfranchised.

On the community front, Beth has been recognized on multiple occasions. Let me highlight a few:

- Simpson College Alumni Achievement Award - 2018
- Forty under 40 - 2017
- Des Moines Register 50 People to Watch in 2017
- Director of the Year, American Heart Association - 2013

I could enumerate many other pieces of recognition/achievement. Beth is exceptional with everything she does. She is bright, articulate and elevates the performance of everyone around her.

I sincerely hope that you name her as one of your *Women of Influence*. **She will do you proud.**

Respectfully submitted,

Suku Radia