May 19, 2019

Meredith Emerging Woman of Influence Award

Business Record

Business Publication Corp.

100 4th Street

Des Moines, IA 50309

Dear Selection Committee Members,

Please accept this letter as my highest endorsement of Kelsey Cervantes for this year’s Meredith Emerging Woman of Influence Award. She is an exceptional leader in the Greater Des Moines community within the organizations she serves as well as in her career.

My first experience working with Kelsey was when she took on the role of Director of Communications (Social Media) on the Board of Directors for the Iowa Chapter of the American Marketing Association (AMA Iowa) where I currently serve as President. From day one, Kelsey has been an extremely dedicated and hardworking board member. While not having extensive experience in social media, Kelsey gladly took on this challenge as an opportunity to expand her skills while also giving back to the local marketing community through her efforts. Kelsey has done outstanding in her role and I can always count on her to follow-through, share new ideas and represent our organization in a professional way.

I have been continually impressed by Kelsey’s breadth of community involvement beyond AMA Iowa, serving on multiple other boards including Tools for Opportunity and Orchard Place. A mark of a good board member is continually being an advocate for the organization and its mission. Kelsey most definitely fits that bill for the organizations she is involved with.

Additionally, Kelsey has excelled in her marketing career. I have enjoyed hearing about her work at Zirous and seeing all she is accomplishing with Zirobi, the joint venture between Zirous and OBI creative. She always speaks passionately about her work and with poise and professionalism.

It has been a pleasure to know and work with Kelsey. I am confident she will continue to grow as a leader and professional in our community, and I am honored to submit this recommendation for the Meredith Emerging Woman of Influence Award.

Sincerely,

Cassandra Pudenz

Account Manager, Lessing-Flynn

President, AMA Iowa