

May 21, 2019

Des Moines Business Record  
Attn: Meredith Emerging Woman of Influence Award Committee  
100 4th Street  
Des Moines, Iowa 50309

Dear Des Moines Business Record Review Committee:

I am writing to recommend Amy Eaton for the Meredith Emerging Woman of Influence Award. Amy's impact in contributing both personally and professionally to her community demonstrates an ongoing commitment to serving others and improving the lives of Iowans.

Amy began her work with Women Lead Change organization as Director of Marketing and Strategic Development in May of 2018. Amy is responsible for managing statewide marketing for all five conferences, Women Connect, EPIC Corporate Challenge and Ascent Leadership Program. Amy has also lead the private/public partnership of the EPIC Corporate Challenge which Delta Dental of Iowa is a proud sponsor of with over 95 members across the state. This challenge invites Iowa companies to formally commit to grow and retain women at all levels. The EPIC Corporate Challenge is about being part of a community of organizations working on the vital issues of recruiting, retaining, and promoting women in the workforce. It is committing to making progress, and Amy is the right leader to drive that progress.

Amy proactively works with non-profits and chambers of commerce to improve the connectivity of volunteerism, expanding inclusivity, and encouraging professional growth and networking. Amy currently is a Board Director for the Urbandale Chamber of Commerce and actively engages in the chamber's networking and professional development events. Amy understands there can be many barriers to new comers to Des Moines and has personally been a mentor to local Burma refugee students to navigate the complexities while creating hope and opportunities. Amy has utilized her passion for engaging young professionals in giving back through her work with Variety – the Children's Charity. She served on the Young Variety Board for 5 years including serving as President. She was also honored during that time with Variety's Rising Star Award.

Prior to joining Women Lead Change, Amy spent a considerable amount of her career working with Central Iowa community leaders as a client experience director with Allegra Marketing as well as holding key marketing positions with the Downtown Events Group.

I would highly recommend Amy Eaton for the 2019 Meredith Emerging Woman of Influence Award. From her civic involvement, to her professional contributions and charitable volunteer investments, Amy exemplifies the qualities of a young professional leader in the Des Moines community.

Sincerely,

A handwritten signature in cursive script, reading "Suzanne Heckenlaible".

Suzanne Heckenlaible  
Vice President, Public Affairs, Delta Dental of Iowa