



May 20, 2019

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% during her time leading the organization.

In the past year, Beth has received national recognition for the “Infants at Work” program at Girl Scouts of Greater Iowa. She also has been speaking at the national level, spreading the message about how organizations can bring transformational change to their culture, while helping set up women for success.

Beth's positive attitude is contagious. I have had the pleasure of working with her on several initiatives, most recently the 2018 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 that reads "Emily Abbas". The signature is fluid and cursive, with the first name "Emily" being more prominent than the last name "Abbas".

Emily Abbas