May 22, 2019

Business Record

Emerging Women of Influence Award

100 4th Street

Des Moines, IA 50309

Dear Women of Influence Committee:

I am honored to nominate Jen Cross as a candidate for the 2019 Meredith Emerging Women of Influence Award.

Since Jen started at Catch Des Moines in 2014 as our Partnership Sales Manager, I have watched her flourish and grow into her current position of Director of Development and Partnerships. This is a crucial role for the organization, as Jen is responsible for procuring nearly all our private sector funds, which allow Catch Des Moines to bring impactful conventions and sporting events to the metro (which deliver economic impact and quality of life), and also to support our partners through regional and national marketing campaigns. In order to do this, Jen must cultivate important relationships within the corporate and hospitality sectors, which is something she embraces and excels at. Jen has grown into a true leader for our organization and her strategic thinking and relationship building have helped elevate the importance of our mission to stakeholders throughout Greater Des Moines.

Jen recently completed the Community Leadership Program through the Greater Des Moines Leadership Institute and has truly embraced what it means to be a leader, not just in our organization, but in the community. Jen currently serves as Vice Chair on the John Stoddard Cancer Center Advisory Board, Co-Chair for Rally Against Cancer, and serves on the Big Brothers Big Sisters Big Duo, Winefest Grand Cru, Cyclone Gridiron board and the St. Ambrose University Communications Alumni Council.

In short, Jen has it all. A dogged work ethic, intellectual curiosity, purposeful ambition, open personality and passion for her community and work. Put all those things together and you’ve got someone who can both influence AND deliver results!

Thank you for your consideration.

Sincerely,

Greg Edwards

President & CEO

Greater Des Moines Convention & Visitors Bureau