

May 28, 2014

Selection Committee  
Meredith Emerging Woman of Influence  
Business Record

Re: Emily Abbas

To Whom It May Concern:

This letter serves to support the nomination of Emily Abbas for recognition as the Meredith Emerging Woman of Influence. I had the opportunity to work closely with Emily at Aviva USA, and I believe that she epitomizes the type of leader you are seeking to recognize as a positive role model for others.

First, Emily has achieved tremendous success in her field of communications and public relations. Since graduating from Drake, she has seen very impressive career progression and has made a significant impact on the organizations for which she has worked. At Aviva USA, Emily was a high performer and could be counted on to really make an impact on everything she was involved in. She played a pivotal role in helping our company succeed and in helping build an organizational culture that was second to none. Emily was key in helping our employees understand our strategy and their role in executing it and in putting the customer at the center of everything we did. As a result, she was offered increasing responsibilities and even a developmental role in marketing. Emily has a high degree of learning agility, is smart, engaging and focused on delivering results.

In addition, Emily has not focused solely on her own career, but has served our community as a volunteer in a number of different organizations. For example, she became involved with the Des Moines Community Playhouse Board of Directors in 2011 and, in just a couple years, progressed to Board President. Similarly, she became involved in the Drake University National Alumni Board in 2010 and now serves as Board President for that organization as well. Her community involvement has been broad and varied, including the Greater Des Moines Partnership, the Greater Des Moines Leadership Institute, the Des Moines Symphony, United Way of Central Iowa, the Waterbury Neighborhood Association and Hanawalt Elementary School. Her passion for contributing back to the community she loves is truly demonstrated by her generous and active involvement in all these organizations as well as in her willingness to take on leadership roles. Said another way, Emily doesn't get involved to build her credentials; she gets involved to make a difference.

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And, while building her career and becoming involved in our community, Emily has developed and maintained a personal and professional reputation for honesty, integrity and decency. She has had to deal with some challenging situations at work and in the community and, by all accounts, has done so with professionalism, poise and diplomacy. She is someone who can be trusted to discharge her leadership responsibilities in a way that generates trust and respect.

For all these reasons, I believe that Emily sets an exceptional example for the next generation of leaders in our community, both male and female. She has achieved career success and has chosen to actively engage in our community to continue making it one of the very best in the country. I have no doubt that Emily will continue to emerge as one of our most influential female leaders over the years to come and I strongly support her recognition as the Meredith Emerging Woman of Influence in 2014.

Sincerely,

A handwritten signature in dark ink, appearing to read "Christopher J. Littlefield", with a long horizontal flourish extending to the right.

Christopher J. Littlefield