Dear Meredith Emerging Woman of Influence Selection Committee,

Upon collecting letters of recommendation in support of Tiffany Tauscheck’s nomination, an overwhelming response was received. The following community leaders have provided encouragement, advocacy and support of Tiffany as an Emerging Woman of Influence:

TIFFANY’S MENTORS

From Suzie Glazer Burt -*Trustee Chair, Boys & Girls Club of Central Iowa; Honorary Chair, 2014 AAU Junior Olympic Games*

It is my honor to write on behalf of Catch Des Moines’ nomination of Tiffany Tauscheck. There are few women I know who are more deserving of this incredible honor!! From being appointed to be the first in the nation to the Governor’s Council on National Service, to surpassing the fundraising goals for the 2014 AAU Junior Olympic Games, Tiffany is an incredible mother, wife and hardest working woman and volunteer! I would say that my incredible relationship with Tiffany is one of “role reversal.” By that I mean that it is from Tiffany, my wonderful friend, that I draw a great deal of my inner strength. Tiffany’s upbeat attitude has provided me the ability to not sweat the small stuff that consumes a big share of our lives, but instead she has taught me the real value of life, which is to cherish friendships, regardless of age differences and to treasure the joy of laughter!! As my very, very special friend—what a fabulous person Tiffany is!

From Angela Connolly - *Polk County Supervisor*

It is my honor to nominate Tiffany Tauscheck for the Des Moines Business Record’s Women of Influence/Emerging Woman of Influence award.  Tiffany continually demonstrates an outgoing and dynamic personality while providing information through several media outlets to educate individuals on all the great things Des Moines, IA has to offer.  She has the ability to remain calm while handling situations to ensure a positive outcome and her knowledge and enthusiasm about Greater Des Moines are traits that set her apart from others in our community.

From Diana Deibler - *President, Deibler & Company*

She performs like a rock star, leads with compassion and works each and every day to make our community the best it can be. I have watched Tiffany grow from a marketing and business development person who gets results (as if that isn’t enough!), into a leader whose capabilities, wisdom and strategic thinking are sought when the stakes are high and winning is a must. She has a proven track record, has made significant contributions in our community, is a person of great integrity and continues to grow and serve at a level I believe makes her most worthy of this award.

From Kristi Knous - *President, Community Foundation of Greater Des Moines*

Tiffany is a shining star!   She is the perfect example of the young, female leader we seek to grow and recognize in Greater Des Moines.  Tiffany has an exceptionally strong work ethic and can be relied upon to handle very challenging and aggressive career responsibilities along with meaningful and impactful community volunteer experiences – all while walking the delicate high wire of balancing her career demands with the demands of raising a young family.  She handles it all with grace and wisdom beyond her years.  I watch in awe and can’t wait to see what the future holds for this amazing young woman.

From Mary Borntrager – *Executive Vice President, Greater Des Moines Partnership*

Tiffany Tauscheck is highly deserving of this recognition.  As one of central Iowa’s youngest business executives, her contributions to our community have had great impact on our economic growth and national image. The Partnership collaborates with the CVB in many ways, but one initiative in particular where we really see Tiffany’s vast industry knowledge, community passion and “above and beyond” attitude shine is during the Iowa caucuses. Tiffany works tirelessly to ensure that the 1,500 national and international media professionals have an experience in Iowa that is second to none. The relationships and trust she builds with these folks result not only in positive media for Greater Des Moines during the caucuses, but continues long beyond the caucus season.

Tiffany has a level of maturity and thoughtfulness well beyond her age. Regardless of the project, event, or personal commitment, she comes to the table clearly prepared for the task at hand with a complete understanding of the goals, the audience and more importantly, the short and long term impacts (and ramifications) of her decisions and actions. She leads and performs with the utmost integrity, enthusiasm and respect.

She is an outstanding role model to the next generation of female professionals and leaders and will continue to have great influence and impact on the future of our community.

From Shannon Cofield - *Senior Counsel for Strategic Partnerships, Drake University*

Tiffany Tauscheck is beyond a young professional and has “earned her stripes” as one of the strongest emerging leaders of our community.  She is successful in her media field serving as a senior-level marketing executive for one of the highest-profile organizations, the Greater Des Moines Convention and Visitor’s Bureau, which drives important economic impact initiatives bringing millions of dollars to businesses in the region.

Tiffany is a mother of two young children and has a working spouse – and yet makes it a priority to be involved in the community. This is different than “making time” to be involved, because Tiffany is strategic in serving where she can have the greatest impact – and feels passionate in serving her causes.  For instance, she is a Drake alumnus and serves on the national alumni board.  Our in-depth conversations evoke passion driven by a vision of what is possible. She is highly interested in leveraging opportunities for students and connecting alumni in meaningful ways to advance Drake’s mission.

Tiffany is professional, gracious, intelligent, resilient, responsive and can both lead and follow.  Her demeanor is approachable and trustworthy.  I personally trust her insight and judgment on important issues and wouldn’t hesitate to confide in her. Tiffany Tauscheck is highly deserving of this honor and I sincerely hope she is given thoughtful consideration.

From Scott Allen - *Brand Manager, Des Moines Radio Group*

The word “integrity” is defined as: the quality of being honest and having strong moral principles; moral uprightness. Tiffany Tauscheck exemplifies everything this word stands for. She’s a gifted leader with the Greater Des Moines Convention and Visitors Bureau and is always on the search for meaningful ways to give back to Greater Des Moines. Not only is she a solid professional, but she’s a strong woman – and a remarkable mother. Quite simply: Tiffany overachieves at anything given to her, each and every time. I admire and look up to Tiffany and her many talents. For these reasons, I enthusiastically recommend her for this award.

TIFFANY’S SUPERVISORS

From Greg Edwards - *President & CEO, Greater Des Moines Convention & Visitors Bureau*

Tiffany more than demonstrates leadership and commitment to her community, not only in her role at the Greater Des Moines Convention and Visitors Bureau but in every aspect of her life. She is a self-starter and master multi-tasker. In her role as Vice President of Marketing and Development, she has brought our city’s destination marketing to new heights. Leading the charge in launching the *Catch Des Moines* brand in 2012, under Tiffany’s tutelage our city is able to compete with cities much larger in size than Greater Des Moines. She has challenged her team to raise the bar, developing new social media strategies, advertising tactics, campaign messaging and growth in Marketing Partnerships and co-op advertising participants. Because of her leadership since 2007, the Greater Des Moines Convention and Visitors Bureau has more than doubled private sector funding, bringing more exposure, more visitors and more economic impact to the region. I am proud to continually hear praise for Tiffany from community leaders on her impact, efforts and the difference she makes throughout the community. Tiffany should be commended for her dedication to Greater Des Moines.

From Jeff "Del" Delvaux - *Vice President/General Manager, Des Moines Radio Group*

I have had the pleasure of knowing Tiffany Tauscheck as an employer and business partner.  As the Marketing Director for Lite 104.1 every promotion she did was done with branding the station to its fullest. She is the person most responsible for Lite (now More 104) being known for all things Christmas.  When people think Christmas music or want to know what is happening for the holidays, it was Tiffany that crafted that strategy.  What I really like most about Tiffany is she always charges forward with a positive attitude.  As a business partner, we have done many promotions with the CVB, and Tiffany has helped lead the way.  We haven’t had a bad experience ever.  I don’t know what all she does but I know the CVB has gained even more notoriety and is really out front to brand Des Moines to really make them a leader in the market.

TIFFANY’S VOLUNTEERISM COLLEAGUES

From Lynn Graves - *Assistant Vice President Corporate Giving, The Principal Financial Group*

Tiffany Tauscheck is a woman of her word. If she says she will help you, if she says she will get it done, or if she leads a project or cause – she does it!

Tiffany is wise beyond her years. She knows to take as much information into consideration when making key decisions. She forms her own opinion and isn’t swayed by others. Tiffany always looks for the positive in every situation. She encourages others to think outside the box and even a bit bigger! She provides thoughtful and creative ideas when working in a group.

Tiffany is a natural leader. I have witnessed time and time again how she is looked to as the natural leader in the group. She is not afraid to step out of her comfort zone and try new things. She is always willing to share information and knowledge – which helps others grow. It not about her – it’s always about making things better. I find her to be professional, knowledgeable, effective, creative, a great team player, a natural leader, a teacher, a coach, fun and most of all – KIND. We need more leaders in our community like Tiffany. I am proud to put my endorsement behind her nomination.

From Pat Berry - *Counsel & Assistant Corporate Secretary, The Principal Financial Group*

Tiffany not only gives her all to volunteering, but she inspires and influences others to go the extra mile, too!  Her inclusive philosophy and kind touch make volunteering with Tiffany a wonderful personal experience as well.  Leading our Maddie’s Circle #2 in providing Wicked tickets for a group of YESS girls and joining the HCI Foundation board showcase Tiffany’s give-back spirit and community focus.  Tiffany is a student of the best ways to give back to the community and she willingly teaches and influences others to give back, too.

From Angie Arthur - *Executive Director, Central Iowa Workforce Investment Board*

I am extremely pleased to nominate Tiffany Tauscheck for the Meredith Emerging Woman of Influence and the Women of Influence Award. Tiffany is a woman who is making a difference in her community not only through her work, but also through volunteering.

Tiffany and I met as class members of the 2009 Community Leadership Program through the Greater Des Moines Leadership Institute. We worked closely together on the steering committee for the class project. During this time I saw her professionalism and dedication in crafting a message and raising funds during tough economic times. She has the ability to work through challenging situations with a calm demeanor while fully addressing the issue.

Tiffany has been involved with various boards, such as the Greater Des Moines Leadership Institute, and currently serves on the Drake University National Alumni Board. She shares her talents and treasure by being a member of a giving circle called Maddie’s Circle. Tiffany is persistent, creative and committed. She doesn’t hesitate to leverage her skills and abilities to help an organization create a new program or expand its fundraising opportunities.

While Tiffany is a leader in our community, she also embraces the important roles of being a wonderful mother of two small children and a supportive wife. On a daily basis, Tiffany lives her life as a woman of influence. I would like to see that title made official. For all these reasons and many more, I am honored to invite you to name Tiffany Tauscheck as a Woman of Influence.

From Julie Schneider *- Chief Advancement Officer, Youth Emergency Services & Shelter*

I am proud to recommend to you an amazing and genuine woman. Tiffany Tauscheck is an extraordinary champion for children who need safety and support.  Her advocacy work is done without regard to recognition, her first priority – to provide children with the most caring and supportive environment – always shines.

The first moment you hear Tiffany talk about the kids served by YESS, you are captivated by her passion.  In turn, you – like others – are inspired by her call to action. Time and again Tiffany has taken a “simple” idea and put it in motion to create results. Tiffany makes good things happen, whether it is leveraging her community relationships to align strategic partners with YESS, coordinating special projects, or sharing the YESS’ story and mission, encouraging others to learn about YESS or tour the shelter, suggesting creative ideas, or even rallying groups of people to support the agency. In the end, the scope of community impact is multiplied as Tiffany’s energy and dedication have a ripple effect.

As a volunteer, committee member, donor, ambassador and advocate for children, Tiffany’s message is consistent.  She puts the issues of children’s needs for safety, well-being, and support in the forefront of her service work throughout the year. Through this community engagement, the results are cumulative actions that move ahead the priority of children living safe and healthy. In turn, the children are surrounded by a positive, safe and structured environment. The kids benefit from these activities, the caring adults that circle them, and the exposure to often new and healthy choices and healing processes.

Through her service, and personal support, Tiffany has been an unyielding source of energy and passion.  Tiffany is always the first one to raise her hand – to lend a hand. When Tiffany is involved you know she will see the project from start to the finish line. She has lead by example and her advocacy continues to energize and reinvigorate others. Others are moved to continue active involvement in the community, better understand the needs that surround us, and much more. The scope of Tiffany’s involvement will continue to be an incredible source of influence for kids, for YESS, and for our community. YESS is grateful to know Tiffany Tauscheck is in our corner as a champion for our kids.

I am hopeful you will formally recognize Tiffany as a Woman of Influence in 2014.

From Liz Tesar - *Assistant Director of Reunions & College/School Liaison, Office of Alumni Relations at Drake University*

It is with much respect that I send a letter of recommendation in support of Tiffany Tauscheck for the Women of Influence Award. I have had the pleasure of knowing Tiffany in several leadership capacities – each have only solidified the fact that Tiffany is one of the most dedicated and hard working women I have had the pleasure of working with.

My first connection with Tiffany has been through her work on our National Alumni Board, Philanthropy Committee and Central Iowa Regional Advisory Board. As the liaison to the Philanthropy Committee and the Central Iowa Regional Advisory Board, I have been able to work closely with Tiffany. Tiffany is dedicated and committed to making a significant contribution to the success of our strategic plan and the Drake community as a whole. She continues to offer her talents, always steps in when needed and continually brings her professional experience into problem solving and brainstorming new ideas.

I also had the pleasure of getting to know Tiffany through our Alumni Executive Roundtable.   
Participants were selected through applications and participated in four roundtable discussions with current Drake alum CEOs. While being a part of this program, Tiffany demonstrated her passion for the community, leadership knowledge and personal drive.

Tiffany is most personable and consistently demonstrates a true dedication to and passion for family and friends, and for whatever project she may be involved in. She is someone I can easily look up to; with a great career and family, high ethical standards and love for this community.

It is with the upmost confidence that I recommend Tiffany for the Women of Influence Award.

TIFFANY’S INDUSTRY COLLEAGUES

From Jennifer Perry - *Regional Marketing Director, UnityPoint Health*

Tiffany is an emerging woman of influence in the Greater Des Moines community as the Vice President of Marketing and Development of the Greater Des Moines Convention and Visitors Bureau. She is smart, sophisticated and an extremely hard worker. I enjoy working with Tiffany because she is a positive and encouraging individual. She brings lots of great ideas to the table and is willing to roll up her sleeves and work right alongside others to make a project successful. She is passionate about Des Moines – she truly believes in our community and sharing it with others throughout Iowa and across our country.

I believe wholeheartedly that Tiffany deserves this recognition. In working with her first as a TV reporter and then at the Des Moines Radio Group, she has always been someone that I trusted and enjoyed working with. Today, in her current role, she utilizes her skills and previous experience to demonstrate all Des Moines has to offer. She is a talented communicator as well as a dedicated wife and mother. I admire all she does and strongly recommend her for this recognition.

From Emily Price - *Communications, City of Johnston*

Tiffany Tauscheck loves Des Moines with her whole heart and works tirelessly to show the world how great it is to be *here.* The woman never stops. She's climbed the ranks of the Greater Des Moines Convention and Visitors Bureau at a very young age, sits on various boards throughout the Metro, and volunteers hours in the community many of us don't even know about. She just turned 35 but because of her non-stop work ethic, networking and drive, she has the wisdom of someone who has been at it for decades. It is my pleasure to nominate Tiffany Tauscheck as a Woman of Influence.

From Matthew Harris - *Division Administrator, Iowa Arts Council & Iowa Department of Cultural Affairs*

Tiffany is the kind of leader that achieves what she sets out to do and does so in a way that invites others in to work with her toward that goal. I experienced this first hand working with her on the *Catch Des Moines Culture* initiative. She was open minded, collaborative and assertive, striking the right balance for what that project needed to see it through to completion. She is unassuming but exceptionally effective. Des Moines is lucky to have her.

From Gunnar Olson - *Public Affairs Manager, Des Moines Area Regional Transit Authority (DART)*

From every interaction I’ve had with her and the work of hers I’ve seen in the community, it is clear that Tiffany Tauscheck is a Woman of Influence. Humble, smart, ambitious, caring, strategic, hard-working – she has all the qualities of a community leader. We’re lucky to have Tiffany in Greater Des Moines. Her influence will only increase with time.

From Teva Dawson - *Senior Transportation Planner, Des Moines Area Metropolitan Planning Organization*

Tiffany has the rare combination of having a strong vision for Greater Des Moines combined with the planful, strategic skills to implement the vision. She is the unique leader that selflessly works to improve our community without ego and with a genuine sense of caring for each one of us that lives, works and visits our community. She is the kind of gal that makes the circle bigger and recognizes investing in the wellbeing of each person she meets elevates the wellbeing of all in our community.

TIFFANY’S MARKETING & DEVELOPMENT TEAM

From Jannae Lane - *Marketing Manager, Greater Des Moines Convention & Visitors Bureau*

I consider myself extremely fortunate to know Tiffany Tauscheck. She is incredible to say the least.

As a boss, she makes coming to work a pleasure. Not many people can say they enjoy coming to work each day and also enjoy their boss. She inspires and challenges her Marketing Team daily to achieve more than we thought possible. One of her greatest strengths as a boss is the trust she instills in her team. We all feel empowered and ready to take on the world (the tourism world in particular!) because of Tiffany’s encouragement and knowledge. She continues to make a huge impact on our team and the entire Greater Des Moines Convention and Visitors Bureau each and every day.

As a person, she inspires me. The level of commitment she gives to every organization she is involved with leaves me awe-struck. Tiffany brings so much to the table. She has accomplished so much already and I know there’s plenty more mountains for her to conquer. And she’ll conquer those mountains with a smile, grace and humility. She truly is an example of what I strive to be. She has an infectious spirit that lights up everyone, every organization and every cause she comes in contact with.

As a friend, there is none better. Through our work relationship has grown an incredible friendship. As two young moms, we have bonded over our children, families and other similar interests. She has been a shoulder to cry on, a rock of strength, a sounding board always ready with advice and a person to laugh with over the TV show we watched two weeks late on our DVR because we’re so busy. I know she is this dedicated and amazing to all of her friends…giving us all her all.

From Lisa Kral-Lauterbach - *Marketing Partner Manager, Greater Des Moines Convention & Visitors Bureau*

Tiffany has the unique ability to motivate her team to consistently surpass all individual and shared goals. She pushes the envelope to come up with creative and cutting edge marketing ideas to further put Greater Des Moines on the map locally and nationally. She has been a huge mentor to me as I have started my career and is the type of leader that I could only hope I will be someday in my career.

From Addison Bratvold - *Marketing Partner Manager, Greater Des Moines Convention & Visitors Bureau*

Outside of helping lead a non-profit organization during the day, Tiffany Tauscheck also volunteers her time after work to help other non-profits, proving that she strives to strengthen the entire community and not just her place of employment.

She proves that with hard work, poise, strong ethical values and creativity a young woman can not only get a seat at the table, but can also lead it. She is passionate about the Greater Des Moines arts and culture scene and serves on boards and committees to help ensure the continued success of it. She provides her employees the resources and tools needed to get the job done while growing professionally, which in return empowers her team to be confident in their decisions and the ability to succeed.

From Kristine Reeves - *Marketing Specialist, Greater Des Moines Convention & Visitors Bureau*

I’ve had the pleasure of experiencing Tiffany’s leadership as my direct supervisor for the past two-and-a-half years. My first boss and mentor as a young professional, Tiffany leads by example. She’s incredibly driven in not only giving back to the community, but balancing family life and personal relationships as well—all while inspiring, challenging and teaching her team members.

Under Tiffany’s tutelage, the Greater Des Moines Convention and Visitors Bureau’s marketing team continually pushes to reach new goals. In the past year alone, Tiffany has led her team in successfully launching two new fully-integrated regional marketing campaigns as well as the *Catch Des Moines Culture* city-wide arts initiative, *Catch Champions* local engagement campaign and a twice weekly *CAUGHT!* blog, all while building upon existing efforts and fundraising for the National Junior High Finals Rodeo and AAU Junior Olympic Games. Tiffany’s efforts should be highly praised and admired.

From Jan Meyers - *Partner & Visitor Services Specialist, Greater Des Moines Convention & Visitors Bureau*

Tiffany Tauscheck is an inspiration to young professionals both in and out of the office. She is very loyal to her team and the CVB. She manages both her professional and personal life superbly.

From Brock Konrad - *Web & Digital Media Specialist, Greater Des Moines Convention & Visitors Bureau*

Tiffany always encourages me to think outside of the box. She is a very forward thinking person and encourages creativity and new ideas. It is so refreshing to work for someone who not only allows you to bring new things to the table but pushes you to do so.

Submitted by Kristine Reeves | [kristine@catchdesmoines.com](mailto:kristine@catchdesmoines.com) | (515) 699-3445