



Business Record  
100 4<sup>th</sup> Street  
Des Moines, IA 50309

RE: *Emerging Woman of Influence*

To Whom It May Concern:

I'm writing today to enthusiastically nominate Katie Stocking for the Meredith Emerging Woman of Influence award. Katie started her interactive marketing firm, Happy Medium, with just one local client in 2011. In just three short years, she has grown her business from one employee to a team of 12. Happy Medium now works with local, regional and national accounts in five different markets and exceeded \$2 million in gross revenues last year.

Katie would be the first to tell you that her personal success is tied directly to the team she has formed at Happy Medium. However, I believe it is her intuitive leadership style that has led to the tight-knit team. Stocking has implemented a progressive maternity policy that includes 100% pay and two weeks of paid paternity leave. There is no specified vacation time. Instead, employees are allowed to take what they need as long as their work gets done. The staff also enjoys Friday afternoons off to enjoy an ideal work-life balance.

Stocking leads by example. She actively serves on the board of BRAVO Greater Des Moines and volunteers for Wesley Life's Meals on Wheels, YESS (Youth Emergency Shelter Services) and the Pet Project-Midwest. Her firm also donates discounted and in-kind services to area non-profit organizations.

When she isn't busy running her growing company or volunteering in the community, you can find Katie spending quality time with her husband Derek, their newborn Brig and two English bulldogs.

Katie is not just a professional colleague. She is a friend and personal role-model. Her story is an inspiring example of what can happen when you work hard and dare to dream big. I hope you will join me in sharing her aspirational story the community at-large.

Sincerely,

Christopher Diebel  
Managing Director of Public Affairs  
LPCA Public Strategies



June 6, 2014

The Business Record  
Attention: Emerging Women of Influence Selection Committee

To Whom It May Concern:

We are pleased to recommend Katie Stocking for the 2014 Emerging Women of Influence Award. Katie exemplifies the meaning of this award through her commitment to the community, her family and her volunteer activities.

We first met Katie through Lead Like a Lady. Through that network Katie has connected with and helped support several of our women as young business owners. She has provided tips on her experiences as a small business owner going through a move, being a young working mom and many more things that have been invaluable.

Since then, we have had the honor of getting to know Katie on a personal level and learn that her involvement in LLL only scratches the surface of what she is giving back. Katie also participates in BRAVO Greater Des Moines, is part of YESS (Youth Emergency Shelter Services), Pet Project Midwest, Wesley Life, Meals on Wheels and is leading up the design of the new Lead Like a Lady website. We think most important is that none of the roles that she chooses are self-serving. She truly gives of herself and makes sure that her business is supporting the community.

In addition to the community and professional work, we think it's important to note her commitment to her family and being a working mom. Katie has created a Facebook Group that has connected over 175 new moms in Des Moines to be able to support each other. We think that the support that these moms have found in this group is critical in allowing them to be able to make that transition into the working world. Where else would you find a group that can help you figure out how to go on a business trip and pump along the way?

As you can see from all of the activities that we have noted, Katie is a truly outstanding individual that is most deserving of this award. She shows that as women you can be an integral leader in the community and your career while still dedicating quality time to your family. We am honored to be able to write this letter today.

Sincerely,

Kate Banasiak  
President & CEO  
Diversified Management Services

Sunni Swarbrick  
Corporate & Donor Relations Specialist  
Simpson College

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June 2, 2014

To Whom It May Concern:

I highly recommend Katie Stocking for the Meredith Emerging Woman of Influence Award. Over the past several years, Katie has assisted me with advertising and marketing, first in her position with WHIO-TV, and currently with her agency, Happy Medium. She is a dynamic, entrepreneurial young woman. Her energy and enthusiasm have fostered creativity in my management team. I have observed her skilled leadership of the steady successful growth of Happy Medium as well as her passionate involvement with Youth Emergency Services and Shelter (YESS). I strongly believe that Katie is making a very positive difference in the Des Moines business, civic, and nonprofit communities and will continue to do so for years to come.

Sincerely,



Thomas F. Carey  
President  
Ramsey Auto Center  
Urbandale, Iowa  
515-251-1538

May 30, 2014

RE: Katie Stocking – Emerging Woman of Influence

To Whom It May Concern:

This letter is written in support of Katie Stocking being selected as the Emerging Woman of Influence for 2014. Katie is rapidly becoming a cornerstone of the marketing community in Des Moines and a leader in marketing through the use of Social Media.

Katie is involved in numerous public organizations. In addition to her involvement in Lead Like a Lady, Katie holds a seat on the board of Bravo, is a member of the Westside and Downtown chambers, and is involved with Youth Emergency Shelter and Services. This diverse involvement with organizations that contribute to the well being of Des Moines citizens as well the betterment of the community at large are indicative of Katie's commitment to utilize her talent for more than her own gain.

Katie started out as a one-person shop. Her unique perspective on growing businesses through a mix of traditional marketing and new and dynamic Social Media and Internet platforms soon created the demand for her work that has resulted in the phenomenal growth of her company, Happy Medium. It is clear when working with Katie that she has a sincere and honest desire to see her clients business grow. She takes a personal interest in our success and acts as part of our business unit. I trust her advice and believe she is a good caretaker of our marketing investment.

Katie's company can grow as large as she deems proper. I believe she will keep the reigns on things to insure that she can always deliver an exceptional product. At the same time there are endless ways that she can apply her strong work ethic and particular brand of exploration and creativity to find different outlets and opportunities for herself and her team. Katie puts a lot of meaning into "Leading Like a Lady". These are just a few of the reasons I think Katie is an Emerging Woman of Influence.

Sincerely,

Paul Rottenberg  
President  
Orchestrate Hospitality