

June 6, 2014

The Business Record  
Attention: Women of Influence 40 Selection Committee  
The Depot at Fourth  
100 Fourth Street  
Des Moines, IA 50309

Please accept this nomination for Kate Banasiak for the 2014 Emerging Woman of Influence Award.

I have had the pleasure of getting to know Kate over the past few years through community involvement, and through her leadership in the formation and growth of Lead Like a Lady.

Kate's accomplishments and work history are impressive, and so is her level of dedication to her community in serving through non-profits and various membership organizations. She has maintained a high level of involvement, but more impressive that she has taken on a leadership role in most everything she does and exceeded expectations in most every situation she encounters. Leadership and influence come naturally for her, and she is frequently called upon to contribute her knowledge and expertise, as well as extensive connections.

- **Leading by Example:** Kate is as the youngest CEO of Diversified Management Services, and lends her leadership to starting new organizations in Des Moines including MOISSON, Lead Like a Lady, Devour Des Moines, and Bras for a Cause.
- **Philanthropy:** Kate has extensive expertise in philanthropy and non-profit management through her diverse work with the World Food Prize, Bras for the Cause, Devour Des Moines, Embassy Club, MOISSON, Lead Like a Lady. Through this work, she has helped get several new organizations off the ground, lead very successful philanthropic events, and is a known "go-to" in the community to get things done.
- **Ongoing Professional Development:** Kate graduated from the Greater Des Moines Leadership Institute in 2012, and the Association Management Company Institute's National Market Expansion Council. She is a member of the Iowa Society of Association Executives, and is very involved MOISSON and Lead Like a Lady which help women grow personally and professionally in various ways.

With the challenges women face in our state, and the need to increase presence in the community and workforce, Kate does done an outstanding job contributing to getting these efforts off the ground and bringing awareness to them. She has also contributed to effective leadership in business and the community. Kate is not your typical young professional, she is above and beyond in character and skill sets that take years and years to develop and this is what is allowing her to truly making the world a better place every day. .

Please feel free to contact me with any questions: [mruble01@msn.com](mailto:mruble01@msn.com) or 515-971-9995 cell.

Thank you for considering Kate Banasiak for the 2014 Emerging Woman of Influence Award.

Sincerely,

Megan Ruble  
Senior Account Manager  
Wellmark Blue Cross & Blue Shield of Iowa