

June 6, 2014

Des Moines Business Record
2014 Women of Influence Selection Committee
The Depot at 4th
100 4th Street
Des Moines, Iowa 50309

RE: Kathryn Dickel Woman of Influence of Nomination

Dear Committee Members:

I write in support of Kathryn Dickel's Emerging Woman of Influence nomination. Kathryn Dickel and her partner Heather Hansen have been a part of growing creative communities and supporting entrepreneurs in Greater Des Moines for nearly 14 years.

While still in their mid-20s Kathryn and Heather started Swaelu Media, a marketing and web development company in 2000. They then applied their creative and technological resources to found a ticketing company called IowaTIX, now known as MIDWESTIX. A big part of its mission is to help grow Central Iowa's cultural scene by helping the arts organizations and venues work together for the benefit of the entire entertainment market. Kathryn and Heather produced the annual Crossroads Entertainment Conference and Showcase in Des Moines from 2006-2011.


Kathryn has been involved with a number of other Central Iowa cultural organizations, including the Greater Des Moines Music Coalition, Des Moines Radio Foundation/ KFMG, and the Des Moines Social Club. Kathryn also served on the Civic Music Association Board as Marketing Chair and recently as Founder of City Sounds: the Des Moines Public Piano Project, whose mission it is to provide music to the community through publically accessible pianos.

As a small business owner, Kathryn founded the Iowa Entrepreneurs Coalition in 2005, and has spoken at many entrepreneur and innovation conferences. She also is a regular contributor to *Lift Iowa*, a weekly newsletter covering issues important to the empowerment of women business owners.

Kathryn recently helped found, and serves on, the Des Moines Water Works Park Foundation. The Foundation is charged with implementing the renovation of the park that will promote both conservation and recreation.

For these and many other reasons, I am pleased to support Kathryn's Woman of Influence nomination. Thank you in advance for your consideration.

Sincerely,



Jay Byers
CEO

