May 4, 2014

Women of Influence Selection Committee

Business Publications Corp.

100 4th Street

Des Moines, IA 50309

To Whom It May Concern:

I am pleased to recommend Emilee Richardson for the Meredith Emerging Woman on Influence award. As Vice President Community Engagement for the Science Center of Iowa (SCI), I currently serve as Emilee’s direct supervisor.

Throughout my time at SCI, I have worked with Emilee on a number of initiatives and projects and I was responsible for promotion Emilee to a key leadership position within the organization.

Emilee’s commitment to the SCI brand currently spans seven years; tenure unmatched by many young professionals today. Emilee began her career as an Educational Programs Presenter, communicating her love of science with the public on the floor of the Science Center. Years later, this same passion combined with her expertise in social media, brand management, and product marketing, fuels highly successful integrated marketing communications strategy. Emilee’s professional efforts as SCI’s Marketing and Communications Manager are not only attracting new visitors, but she is having a direct impact on the long-term success and sustainability of one of our community’s most important cultural assets, and one of the most highly regarded science centers in the country.

My recommendation of Emilee for this significant community recognition is not as an individual but rather a community endorsement, as numerous colleagues and peers wanted to write in support of this nomination. Emilee has gained my respect and that of her peers thought her quality work, her demonstrated leadership both individually and as a team member, and her willingness to take on new challenges and responsibilities.

Emilee is also a passionate advocate for building stronger community as demonstrated by her current role as President of the Young Professionals Connection. Emilee is a tremendous asset to Greater Des Moines and should be given the highest consideration for the Meredith Emerging Woman of Influence.

Sincerely,

Leisha Barcus