



June 3, 2015

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

To Whom It May Concern:

I am pleased to recommend Katie Stocking for the 2015 Emerging Women of Influence Award. Katie exemplifies the meaning of this award through her commitment to the community, her family and her volunteer activities.

I first met Katie through Lead Like a Lady. Through that network Katie has connected with me and helped support me as a young business owner. 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, I have had the honor of getting to know Katie on a personal level and learned 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 lead up the design of the new Lead Like a Lady website. I 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.

As you can see from all of the activities that I 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. I am honored to be able to write this letter today.

Sincerely,

Kate Banasiak, President & CEO Diversified Management Services

June 2, 2015

Mr. Jason Swanson

Des Moines Business Record

Dear Mr. Swanson,

It is my pleasure to recommend Katie Stocking for the Business Record's coveted Emerging Woman of Influence Award for 2015.

As President of Winefest 2015, I have personally worked with Katie and her talented staff at Happy Medium as they helped us develop our new website—making it interactive so changes can be accomplished by our Executive Director and helping us establish a prominent presence on social media. Katie and the Happy Medium staff were patient and instructive with me as new concepts were introduced to a person who previously operated only in a print world.

Katie has proven herself by progressing from Account Coordinator at Two Rivers Marketing to Account Executive at WHO-TV and taking the leap in 2011 as Founder and Owner of Happy Medium helping clients with media buying, creative work and web design with a focus on helping move their marketing to the digital world.

Happy Medium's work has been recognized locally, nationally and internationally for its excellence.

While building a thriving business, she also devotes time to personally give back to the community she loves. Her contributions to community include Beacon of Life, Des Moines Community Playhouse, Lead Like a Lady, Wesley Life and Youth Emergency Shelter Services (YESS).

She serves on the boards of Bravo Greater DSM, Des Moines Performing Arts and Winefest Des Moines. Previously, these board positions have been reserved for CEOs of large corporations. I believe these organizations have identified the superb skills she brings to their board tables.

Additionally, she promotes the value love of volunteering at Happy Medium. The entire Happy Medium team spends about four hours each quarter working together on projects for YESS, Food Bank of Iowa, Amanda the Panda and A Heinz 57 Animal Shelter. This is team building with a two-fold return.

Katie shows integrity and maintains high ethical standards in all she does. She is a sound thinker and is not afraid to share her ideas in a thoughtful, yet proactive manner.

She is a great role model for young professionals through her work with Lead Like a Lady and on the job mentoring her team members to grow and progress in their careers and in their civic involvement.

I wholeheartedly support Katie's nomination and absolutely know she is making a positive mark in the business world and on this community.

Respectfully submitted,

Joyce A. Chapman, West Bank and AEL Board Member, Winefest 2015 President