



Des Moines Business Record
c/o Jason Swanson
100 4th St.
Des Moines, IA 50309

May 29, 2015

To Whom it May Concern,

It is my firm belief in your review of candidates for the Emerging Woman of Influence Award you will find no better candidate than Keshia Meissner, Executive Director of The Beacon of Life Residential Center for Women. And with that firm conviction I am honored to recommend her for this prestigious award.

I have known and worked with Keshia for the past 4 years as her banker for the Residential Center. Keshia's commitment to the mission of The Beacon is truly staggering. I know personally that Keshia puts in hours managing, promoting and mentoring at the Center that would shock most people working a normal work week. Her usual 80+ hours a week is a testament to a level of devotion and passion to a cause that is rarely seen. I believe in today's society we see the term "making a difference" quite often but Keshia truly embodies that description of her work. From being a mentor to her clients, to managing a large staff at all hours of the day including overnight, to acting as a business manager and acting as a spokesperson for The Beacon Keshia truly does it all. And most incredibly, she completes this incredible work load each and every day with a cheerful outlook, energetic fervor and smile that is humbling.

Keshia has proven to be a prudent manager and astute budget coordinator as well. Under her leadership, The Beacon's financial standing has improved dramatically, it's debt reduced significantly and she has placed the center on sound financial footing for the future. The time committed by Keshia to increase her level of knowledge of running a non-profit efficiently and her continuously expanding leadership of the center is worthy of graduate level courses.

In my opinion there is no one who epitomizes more the qualities of an Emerging Woman of Influence than Keshia Meissner. Her commitment to The Beacon of Life, the women it supports and nurtures and to the community itself is a gift to the City of Des Moines.

I thank you for letting me share my story of this incredible young woman and highly recommend her for this accolade. Should you have any further questions, please feel free to call me at 698-1000.

Sincerely,


Michael Urquhart
Senior Vice President