

May 5, 2017

Dear UNI Woman Business Owner of the Year Committee,

I am writing this letter of recommendation for Kimberly Baeth, the owner of Golden Openings. They are excellent community leaders through their commitment to their customers and through their support of the philanthropic needs within our community.

In November 2015, Kimberly held an amazing Regional Business After Hours event called **“A Golden Opportunity to Cut Out Cancer in Our Community.”** This event was designed to bring together local businesses for an evening of friendship and fellowship at their newest office and warehouse. *Instead of just having a ribbon cutting for their new location, the owner, Kimberly Baeth and her team saw an opportunity to take this event to the next level and make it have an even bigger and lasting impact on the attendees.*  The event that they planned for over 6 months, was a huge success. Over 19 chambers and their members and others from the community, attended the event.

They used this event to raise money to support John Stoddard Cancer Center, raise awareness about cancer and to honor a local business man, Tom Carder, one of their vendors at Quality Manufacturing, who courageously battled, and ultimately lost his fight against brain cancer. They had over 50 vendors and sponsors, live music, prizes, a silent auction and more for this event. Tom helped create, design and patent the first pair of stainless steel ceremonial scissors for Golden Openings back in 1999.

The event raised more than $25,000 to help make possible the Oncology Nurse Navigator Program at John Stoddard Cancer Center. The Navigator program is provided free of charge to all patients and families and is only possible because of generous donors like Golden Openings.

In addition to supporting John Stoddard Cancer Center, Golden Opening is supportive of many other charities within our community. I always see Kimberly and many of her employees are helping at a variety charity events, galas, and Baeth has severed on several boards. They also offer discounts to non-profits and chambers of commerce. Even last year they mastered an incredible Blue Ribbon Campaign for fallen polices officers and everyone in our community knew about it and participated. Our entire city was wrapped in blue ribbon in honor of our officers and they coordinated it all and donated the ribbon.

Here are my top 5 reasons why I believe Kimberly should be selected as the UNI Business Owner of the Year -

1. As I stated before, but will expand on this again - Kimberly leads her team and they believe in supporting the community in what very little free time they have and tie many of their Grand Openings and events to some sort **fund raiser** for a good cause. Whether it is setting up a popcorn stand for the local Girl Scout Troup or collecting non-perishable items for the local food shelf, they organize it all. Kimberly volunteers at her children’s school, she is the Vice President of the Chi Omega Parents Club for her daughter’s sorority and she is always donating decorations, games and food. Even on weekends you can find Kimberly collecting money and running a marathon or Ironman for the *Leukemia & Lymphoma Society's Team in Training*.
2. Golden Openings and Kimberly are very down-to-earth type of people: Kimberly can be seen shaking hands with a President of a large company or celebrity but then turns around and hand delivers food to the construction crew that built the building, and socializes with them. She is very friendly and treats everyone she meets equal.
3. Kimberly and her staffs’ enthusiasm, hard-work ethic and ability to motivate others are their best strengths. No matter what the temperature, 10 below zero or 110 degrees with humidity, they are always cheerful and display a contagious smile. They are very humble, even though some of their customers are Disney, the White House, Lady Gaga, Oprah, Warren Buffet, Trump, Facebook, Google, CNN, Apple, and 48 of the 50 top Fortune 500 companies, Hollywood and more. Their products have been seen in over 100 major motion pictures, too.
4. Golden Openings has an outstanding quarterly internship and school programs in place for high school and college students. This program allows them to gain professional experience in the work place and get paid for their work.
5. They have an excellent and entertaining small business success story that nearly everyone in the world can relate to, regarding their niche business with big scissors, gold shovels and keys to the city. They also helped set a World Record for the longest ribbon in the world and it is found in the Guinness Book of World Records.

Not only is Kimberly deserving of this overaward but Kimberly and her staff would promote and help grow *your* awards or other UNI Programs — and with enthusiasm, or serve on your committees or behind the scenes - Kimberly is your girl!

We know we are lucky to have a business like Golden Openings in Iowa who helps thousands of events succeed across the world, every day.

Sincerely,

**Caleb A. Hegna**

Director of Development, Iowa Methodist & Methodist West

Director of Gift Planning, UnityPoint Health Foundation