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FBL Financial Group, Inc.

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Des Moines Business Record

Dear Committee Members:

I am writing this letter of recommendation on behalf of Sheryl Moore. I believe strongly she should be recognized as the 2017 Woman Business Owner of the Year. My relationship with Sheryl expands over ten years. She is someone I got to know through our collaborative business relationship, and we have become good personal friends over the years. She is someone I respect and admire and hold up as an inspiration.

Sheryl is a successful entrepreneur and a leader in the life insurance and annuity industry. She has grown professionally to the point where her views are sought after by many people in media and the industry. Her business is headquartered in central Iowa, but is national in scope and impact. She is a dedicated business owner, employer, but more importantly she is a dedicated mother. Sheryl has juggled raising a family with owning a business. This is no small task for anyone. She also endured a tremendous loss with the passing of her son. Many people would fold under such stress, pressure and loss. Somehow, this amazing woman and mother, has taken that loss and turned it into good. She advocates for children that are victims of bullying and has used this tremendous loss to be a voice for good in the community. She offers a scholarship in her son's honor and is a model for anyone dealing with such a tragic loss. I am amazed at her resiliency and continued dedication to her business and family.

Sheryl has earned this recognition by being a voice for others in a time of darkness and sadness. She has also earned this recognition by running a successful business that impacts one of the largest industries in our state, namely the life insurance industry. She is an accomplished business leader and someone very deserving of the recognition of 2017 Woman Business Owner of the Year.

If I can answer any further questions I stand prepared to do so.

Respectfully,

Nick Gerhart
Chief Administrative Officer