

EMDR & Beyond LLC
One Corporate Place
1501 42nd Street, Suite 210
West Des Moines Iowa 50266

To the Committee:

Re: Business Record Women of Influence Nomination
Woman Business Owner of the Year
Letter of Recommendation
KENYA RANDALL ROCHA, MS, LMHC, NCC

I am very honored to be writing a letter of recommendation in support of Kenya Rocha's nomination for Woman Business Owner of the Year. I have known Kenya professionally and personally for over 30 years. She highly exemplifies each of the qualities of excellence listed for this nomination.

Kenya built her business, Mosaic Family Counseling, based upon the principles of ethical and egalitarian standards which she has always demonstrated. As Director, both Kenya and her agency are well known and highly respected in the field of mental health. Mosaic works with difficult presentations, offering discounted and pro bono services to clients from child welfare and other disadvantaged populations. She is an advocate for the Hispanic/Latino population, speaking Spanish and also able to act as interpreter for others. Her business continues to expand to other sites in Iowa and add services for those with individual couple and family mental health issues.

Kenya started as a single parent mother in the 80's as a consumer of services to assist other families living in poverty. She quickly showed leadership and other qualities needed in the field, becoming a provider of the same services she had received herself. Her personal success story gives her empathy and hope in advocating for others in disadvantaged circumstances. She built this business from the ground up. With significant sacrifices, Kenya has worked to educate herself through a Master's in Mental Health Counseling from Drake U and following up with many other educational trainings, taking every opportunity to grow in her chosen field.

Kenya planned and designed her business through careful research, assistance, and consultation. As a result, Mosaic Family Counseling is an employer modeling the ethics and fair treatment she upholds. Another mark of success is that her team of therapists has been stable in a field where high turnover is more common.

Kenya is a mentor, teacher, and consultant to numerous people new to social services, such as grad students, staff, and others in the mental health field. She provides licensure supervision, ongoing consultation and continues to impact her team of therapists and support staff with modeling best mental health treatments for those with adverse life experiences requiring therapy. Mosaic's team of clinicians all have expertise in a complex treatment called EMDR therapy. Her leadership and supervision greatly advanced her agency mission and services. Mosaic Family Counseling is known for willingness to work with the most difficult individual, group and family presenting problems including complex trauma and PTSD.

Kenya has developed and nurtured a broad network of connections with other mental health providers and community members through her and her staff's volunteer activities as well as her professional duties as Director. She is a respected teacher and educator, teaching classes at DMAAC, sitting on Department of Human Services committees, the Iowa Mental Health Counselors Board and other activities as a volunteer advocate. Through the years, she has presented to many other mental health professionals on a variety of topics, and currently as Board secretary, will be part of representing Iowa Board of Mental Health Counselors this year in Washington DC.

Kenya is currently a trainer for my organization, EMDR & Beyond LLC, providing specialty EMDR

workshops as well as coaching at my EMDR Basic trainings and providing consultation on EMDR therapy to a number of therapists in Iowa and nationally. Her commitment to mentoring newly trained clinicians is evident in the way she coaches our trainees, with confident support, clarity, and needed redirection. She is a Certified EMDR Therapist and EMDRIA Approved Consultant, credentials that are earned through much investment and time commitment. Her expertise with systems and relationships is also evident in her administrative as well as clinical expertise.

Kenya has been and continues to be an outstanding leader and organizational owner and agency director in the field of mental health in Iowa. I am most honored to recommend her for this recognition.

Sincerely,

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EMDR & Beyond LLC provides training, education, consultation and therapy to those experiencing adverse life experiences and those that assist them in their recovery.