5/26/2017

To whom it may concern,

This is a letter in support of Kenya Rocha for Woman Business Owner of the Year. I have had the pleasure of knowing Ms. Rocha for over 15 years. In that time, she has impacted my life, and the lives of many others. In order to fill a need in the community, Ms. Rocha started MOSAIC FAMILY Counseling Center, on a wing and a prayer, and no business plan. She just knew that this community need had to be filled, or the lives of children and families would suffer. She started with just a handful of employees. She had continued to change to meet the needs of her clients. In 2014, she noticed that it was hard for the clients served either to obtain medication services, or for the therapists to consult with the medication providers. She decided that she needed a medication provider, in house, to meet that need. Thus she hired me. As an Advanced Registered Nurse Practitioner (ARNP), I can provide medication services along with therapy, and suddenly, the clients that received both services at MOSAIC FAMILY Counseling Center, Inc. received continuity of care. She now has eight therapists, one nurse practitioner, and three administrative personnel. In order to meet the needs of the rural community, she has established satellite offices in Lamoni, IA, Mt. Ayr, IA, and Osceola, IA. She is in the process of opening a satellite office in either West Des Moines, IA or Adel, IA. The satellite offices are usually in cooperation with churches. As you can see. she has brought that small, hastily formed business to what it is today, and continues to have plans to improve services to individuals, children, and families.

Ms. Rocha is well known in the counseling community, especially related to a specific treatment modality called Eye Movement Desensitization Reprocessing (EMDR). She co-facilitates some of the trainings, and offers consultation, particularly to those who are newly trained. Besides this form of mentoring, she also accepts interns and hires temporarily licensed therapists, so they can learn under her tutelage. As a consultant, she has built strong relationships with the other persons and agencies that provide similar services. She has high ethical standards and holds her staff to the same standards.

Ms. Rocha holds the following degrees and distinctions:

Bachelor of Science from Upper Iowa University

Master of Science from Drake University

Fully licensed mental health counselor (LMHC)

Approved Clinical Supervisor from the Center for Credentialing and Education

Approved consultant and practitioner of EMDR from EMDR International.

MOSAIC FAMILY Counseling Center, Inc. is a member of the Urbandale Chamber of Commerce and the Better Business Bureau.

I thank you for your consideration of Kenya Rocha for Woman Business Owner of the Year,

Missie Larsen, ARNP, MSN, PMHNP-BC

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