

June 25, 2015

Sages Over 70
Nominations Committee
100 Fourth Street
Des Moines, IA 50309

To the committee:

I met Dawn Roberts in 2008 when Employee and Family Resources hired her to set up a foundation board to educate the public about the work they do and raise money to support that work. Dawn was able to bring together people from different backgrounds, with different talents and strengths, and encouraged all of us to contribute our ideas and opinions. In a very short time, under her leadership, our board put together the concept of the Des Moines Family Music Festival – Every Family Rocks, which premiered in 2009. Under Dawn's leadership the Foundation was been able to raise more than \$100,000 a year. The event continues to be a celebration of families in our community and raises awareness for the work of Employee and Family Resources and many programs they have to support help families in our community.

In 2012, Dawn started work as development director for AIB College of Business in Des Moines. I was asked by Dawn to be part of a committee to put together a dinner to honor Monroe Colston and raise money to fund the diversity scholarship that had been established in Mr. Colston's memory. We also wanted to tell the AIB story to the community. Dawn came up with the idea of a Speakers Series that operated in conjunction with the dinner. That event featured three speakers who were invited on three different occasions to address the student body at AIB. Under Dawn's leadership, the AIB story was told and a successful dinner to honor Mr. Colston became a yearly event that raised \$100,000 a year to support the student scholarships at AIB.

Dawn has taught me so much about how to reach out to people, listen to their ideas and take the time to let everyone know they are a very important part of the effort. Her work has made a difference in the lives of so many people in our community. Dawn is deserving of the distinction of being one of the "Sages Over 70."

Respectfully submitted,

Kathi Zimpleman

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