

To whom it may concern:

I met Emma Newell in 2017 at National 4-H Council while she served as a Young Alumni Advisory Committee member and I as Senior Vice President and Chief Marketing Officer. 4-H is a global positive youth development program serving 7 million young people in over 70 countries. In the United States, we cater to over 6 million youth and are supported by Cooperative Extension, which embodies over 100 public universities. I had the opportunity to mentor Ms. Newell and assist in further developing her professional capacities.

During this three-year term, she and her team completed many projects, including stewarding \$33.3 million from donors, reaching 74,000 people through national and global events, securing \$1 million in public service announcement advertising, conducting market research, and advocating for inclusive and equitable programming.

Her strong communication skills and attention to detail were vital in successfully advising the Board of Trustees on plans to reach marketing and fundraising goals. She supported National 4-H Council's initiatives and continued to push the program to be more accessible and considerate of diverse populations.

Her philosophy surrounding the importance of relationships, connection, and storytelling sparked high engagement levels with our benefactors. Additionally, her creativity allowed us to consider and harness a new generation of donors—individuals aged 18-34. She conducted peer-to-peer market research through a survey to determine the best strategies, which received over 1,400 responses within one month. She then presented her findings to our national team of marketing professionals at our annual Brand Summit.

She has been a life-long supporter of 4-H and is genuinely passionate about youth development. She has grown through the program and offers an encompassing perspective when advocating for young people. Her dedication is further exhibited through the three years she spent serving on the Ohio 4-H Foundation Board. While assisting in managing the endowment fund, she and her team raised \$1.1 million annually to support programming.

Finally, on both a professional and personal note she is one of the most passionate, hard-working, respectful, and inspiring young professionals I have come across in my career. Thanks to her engagement and thinking in critical issues and topics, she helped me and my team to become stronger leaders and contributors in our shared work.

It is my pleasure to highly recommend Emma Newell, you will be fortunate to have her as part of your team. If you have any further questions, please feel free to contact me at artis.stevens@bbbsa.org.

Sincerely,
Artis Stevens

A handwritten signature in black ink, appearing to read "Artis Stevens", with a long horizontal flourish extending to the right.