

2022 Tenacity & Grit Award

The Tenacity and Grit Award recognizes an entrepreneur who has an unstoppable spirit. Although they have faced challenges along their journey, they achieved their goals and success without giving up or backing down. They lift up others around them.

Krista Tedrow



Krista Tedrow is a young entrepreneur who not only is a wife and mother, but overcame adversity and is a role model to many. Krista grew up in the foster care system, and was eventually adopted. She realized that her past didn't have to define her, she focused on building a circle of influence around her and finding people who uplift her.

Only 1% of people who grow up in the foster care system receive their Master's degree. Krista has her BA and MBA in Organizational Leadership from Buena Vista University.

Krista's passion for helping others succeed led her to a post-grad career with the Ottumwa Job Corp where she worked in various roles from residential advisor to outreach and admission manager. Through this job, she found many frustrations with students coming from disadvantaged environments. She saw students facing struggles to get the correct documents needed in order to enter programs that would give them new opportunities. This was where she got the idea to found No Opportunity Wasted, where she develops change management strategies based on the specific needs of her clients.

Kelly Prickett, Regional Director of the Indian Hills Community College SBDC shares her experience in working with Krista, "I have the privilege of working with Krista on clarifying her growth goals for her company. She has great vision, energy and passion for her business and the success of other entrepreneurs." Krista Tedrow has overcome adversity and is a role model to many. She speaks to young adults and explains how your past does not define you. Even though her business and family keep her busy, she still makes time to speak to budding entrepreneurs about having a circle of influence around you. Her journey to overcome challenges is what helped her create her company, No Opportunity Wasted.

**LEARN MORE ABOUT
NO OPPORTUNITY WASTED**
<https://noopportunitywastedllc.com/>

