June 6, 2013

To the Selection Committee:

This letter is to support to nomination of Heather Hansen for the Woman Business Owner of the Year Award through the Business Record.

I have known Heather since 2001 when I hired her firm to design, build and maintain a new website for the Chrysalis Foundation, of which I was executive director. In the years following I recommended Heather for other jobs and have followed her career and community involvement with interest.

There is no doubt that Heather has enjoyed success in her field. What’s more, she is not content to “just” own and operate one business. As co-owner of Swaelu, she and her partner, Kathryn Dickel, were the only young women in this field at the time I was seeking proposals for Chrysalis. After a few years of building that business they took another risk and started their own online ticketing company, MIDWESTTIX, which led them to take a leadership role among the “cultural creative” of Iowa. They now have recently launched a third business with another partner, Third Solution, which offers comprehensive event planning and management services.

Heather has been tremendous role model for young women in this field, as well as women considering starting their own business. She has always conducted herself in the most ethical and professional way possible.

I would love to see Heather selected for the Women Business Owner of the Year award. She is richly deserving.

Peggy Huppert

Minnesota Leadership Director

American Cancer Society