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June 11, 2013

Woman Business Owner of the Year Selection Committee
c/o Business Publications, Inc.
The Depot at Fourth
100 4th Street
Des Moines, IA 50309

**Nomination: MIDWESTIX Co-owners:
Kathryn Dickel and Heather Hansen**

Dear Selection Committee:

It is a great personal and professional privilege to support the nomination of Kathryn Dickel and Heather Hansen as Women Business Owners of the Year. Since 2002, they have anticipated and creatively responded to the marketing and social media needs of both small businesses and Iowa's entertainment scene. As these needs have evolved, so has their business model - from IowaTIX and Swaelu Media to MIDWESTIX and Third Solution Entertainment Group. Kathryn and Heather were the first to recognize the potential of mobile ticketing as a benefit for both consumers and entertainment venues.

Over the past 10-plus years, I've enjoyed working with Kathryn and Heather, both professionally and in our shared passion for making Greater Des Moines an even better place to live and work. Professionally, they were key players on the "think tank" for the launch of my community transition consulting business in 2003. They also offered invaluable marketing and ticketing support when I served as interim Executive Director of Winefest 2005. They were inspired to support and encourage small business owners by launching the Iowa Entrepreneurs Coalition in 2006.

Kathryn and Heather's mutual passion for the Des Moines cultural scene goes far beyond the unique services of MIDWESTIX. Long before the Capital Crossroads initiative, they undertook (at considerable time and expense) Crossroads Midwest...a multi-day festival of cultural events and workshops designed to educate and inspire. Likewise, they were at the forefront of the Des Moines Music Coalition and the 80/35 Music Festival. There is no denying the lasting impact these two women have had on the local arts/culture scene!

Much is made of the Young Professionals demographic in the Greater Des Moines business and philanthropic communities. In my opinion, Kathryn Dickel and Heather Hansen have set the standard. I strongly urge the selection committee to acknowledge and reward their accomplishments and continued efforts in the community by recognizing them as Women Business Owners of the Year.

Sincerely,



Debra Storey Salowitz
President, Strategic Relocation Solutions LLC