June 2, 2015

Des Moines Business Record

Attn: Jason Swanson

100 Forth Street

Des Moines, IA 50309

Dear Jason:

This is a Letter of Recommendation on behalf of Christina Moffatt, Founder of Crème Cupcake + Dessert, CEO of Crème Franchise, Inc. and Regional Director, Mid Iowa Small Business Development Center for “Emerging Woman of Influence Award” or “Women Business Owner of the Year”. I met Christina in 2010 during Greater Des Moines Leadership Institute. DMACC is extremely proud to have Christina as a DMACC Alumni and believe she is very deserving of this prestigious award.

In July of 2010 Christina combined her culinary and business skills to begin selling cupcakes from her home operated bakery, Crème Cupcake + Desert. Popularity of the cupcakes grew and in less than a year required her relocating operations to a commercial bakery. In August of 2012, the lease for the storefront on Ingersoll was signed and the dessert/cocktail lounge she always dreamed was added to the concept. She now has a team of 18 employees. Since opening, Christina has appeared on The Food Network’s Cupcake Wars, many local television stations, received many accolades in the Iowa and national food press and been an active member of the Des Moines business community. Christina wants to keep this 5-year record of success in motion, so Crème Franchise, Inc. was formed to license and sell the rights to her concept on an international scale. Christina has partnered with a former CEO of Jimmy John’s Gourmet Sandwiches and together they are seeking investors for the expansion of Crème Franchise, Inc.

In January 2015, Christina was hired as the Regional Director for the Mid Iowa Small Business Development Center.  She provides no fee, confidential, customized advice/counseling for entrepreneurs and small business owners.  Topics of counseling include: business planning, financing opportunities, cash flow projections, market research services, business continuity planning, business growth & success strategies and business continuity planning as well as industry specific needs. This year her office has counseled 271 businesses, helped 19 new businesses open, increased clients’ sales by $2,992,422 and $3,001,165 in Capital infusion.

She also devotes her time and talents to many local boards, including the Women’s Reciprocity Group, National Association of Women Business Owners, the Greater Des Moines Leadership Institute, Winefest, Department of Cultural Affairs Gala and the Des Moines Downtown Chamber.  Christina often donates her time to speak at many groups around the metro on her journey of entrepreneurship and being a women entrepreneur. She was the Commencement Speaker at our 2013 December graduation.  Since starting her business in 2010 Christina has donated 10% of her bottom-line in product and cash to local Des Moines nonprofits.  Educating the next generations on careers in baking is very important to her. She has worked with DMACC, Central Campus and to offer internships and learning opportunities for students seeking a career in baking.  Christina also offers several sessions of summer camp to encourage baking at a young age.

We couldn’t ask for a better example of a successful DMACC Alumni than Christina. We are proud of her successful career, her dedication to her to educating the next generations, her commitment to her community organizations and is an exceptional role model with the upmost ethical standards. Christina is very deserving of a Women of Influence Award. I’m proud to call her a colleague and friend.

Sincerely,

MD

MD Isley, M.S.

Dean, Business, Management & Technology

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