June 2, 2015

Des Moines Business Record

Attn: Jason Swanson

100 Forth Street

Des Moines, IA 50309

Dear Jason:

It is my pleasure to submit 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. She is very deserving of the “Emerging Woman of Influence Award” or “Women Business Owner of the Year”. I met Christina in 2010 during Greater Des Moines Leadership Institute. It is my sincere belief that Christina has demonstrated the requirements of your prestigious award.

Christina has quickly advanced her career in Des Moines since returning to Iowa in 2005. While with RDG Planning & Design she quickly rose from Project Coordinator to a Director in the company in 6 short years.

In July of 2010 Christina combined her culinary and business skills to begin selling cupcakes from her home operated bakery, Crème Cupcake + Desert. In less than a year required she leased a commercial kitchen space. In August of 2012she opened the storefront on Ingersoll and introduced Des Moines to the first ever dessert lounge where she paired desserts with craft cocktails to create the ultimate dessert experience. She grown her staff to 18. 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 has partnered with a former CEO of Jimmy John’s Gourmet Sandwiches and together they are seeking investors for the expansion of Crème.  Crème Franchise, Inc. was formed to license and sell the rights to her concept on an international scale.

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.  She works to build strong businesses from the start by helping with 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. Christina oversees 5 counties and has established 7 satellites since January. This year her office is on track to break records that they have never seen. 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.  Since starting her business in 2010 Christina has donated 10% of her bottom-line in product and cash to local Des Moines nonprofits.  We at CISS have benefited from Christina’s generosity as she donates all leftover items to Central Iowa Shelter Services.  She has also worked with Central Campus and Saydel High School 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.

Christina has demonstrated success in her career, her lasting impact on the community, involvement with civic and nonprofits and is an exceptional role model with the upmost ethical standards. She is very deserving of a Women of Influence Award. Thank you for your consideration.

Sincerely,

Tony Timm, Executive Director

Central Iowa Shelter Services

1420 Mulberry Street

Des Moines, Ia 50309

515-284-5719