



May 20, 2016

Des Moines Business Record
Attn: Jason Swanson
100 Forth Street
Des Moines, IA 50309

Dear Jason:

It is with great pleasure that I write to endorse Christina Moffatt as a candidate for this year's "Woman of Influence Award" or "Woman Business Owner of the Year".

Christina is the perfect candidate for either of these awards. She is one of the most hard-working and generous people I know. I first met Christina working with her when Crème Cupcake + Desert was operated out of her home. As a client, I have come to know Christina as contentious, innovative and driven. I am truly in awe with all that she has accomplished in the last six years. Growing from a home operated bakery to store front in just over two years is a true testament to her passion. 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.

I have had the pleasure of working with Christina on a deeper level through Winefest Des Moines. For the past four years she has been a member of our Grand Cru, our young professional board. Christina leads by example and helps to push the envelope to make our festival bigger and better. She is always among the first to volunteer her time and talents for events. Events like the Lawn Party, Sips and the City and many others would not be where they are today without Christina's time and efforts.

I am continually amazed at the time she is able to dedicate to our organization given the busy schedule she maintains being a business owner with a full-time job and her other philanthropic obligations. Christina is a great cheerleader for the Des Moines community. Not only with Winefest, but through the many organizations that she is a part of – the Women's Reciprocity Group, New Leadership Counsel, the Greater Des Moines Leadership Institute, Department of Cultural Affairs Gala and the Des Moines Downtown Chamber – to name a few.

Christina would be the perfect recipient of this year's "Woman of Influence Award" or "Woman Business Owner of the Year". She is a great ambassador for our community and we are proud to have her part of Winefest.

Kindest Regards,

Natasha Sayles

Executive Director
Des Moines Wine Festival Foundation