May 19, 2016

To the Selection Committee for Women of Influence Award:

It is our pleasure to submit this letter of recommendation on behalf of Christina Moffatt, Founder of Crème Cupcake + Dessert and Regional Director, Mid Iowa Small Business Development Center, who has been nominated for the prestigious “Woman of Influence Award.” Christina is a very successful business owner and business counselor who has impacted small businesses in central Iowa in numerous ways. We believe that she is highly deserving of this recognition.

While Christina may be more widely known as the founder of the hugely popular and successful Crème Cupcake + Desert, our interaction with her has been in her role as Regional Director of the Mid Iowa Small Business Development Center (SBDC), a position she assumed about 18 months ago. The statewide network of SBDC is administered by Iowa State University, and Christina’s center is one of the two regional centers that ISU also manages.

Under Christina’s leadership, the Mid Iowa SBDC has significantly increased its impact on the small business community in central Iowa. Her nominator has provided the data on the various metrics we use. But numbers alone do not tell the whole story. Christina has re-energized the center with her passion for helping small businesses and her ability to form partnerships across her service area. She has done an excellent job pulling together and leveraging expertise and resources from many other organizations, and in doing so she has created synergies and a sense of community that was not there previously. Her efforts and impact are clearly being noticed because we constantly receive unsolicited glowing comments about Christina from economic development professionals and small business owners in the Des Moines area. They not only appreciate what she is doing for individual businesses, they also appreciate the way she is doing it – with an engaging and collaborative spirit and with the utmost level of trust and integrity.

Christina’s commitment to community and “giving back” is further evidenced by the many worthy activities and organizations in which she participates. These include the Greater Des Moines Leadership Institute, the Des Moines Downtown Chamber, New Leadership Counsel, the Women’s Reciprocity Group, Winefest, and the Department of Cultural Affairs Gala. Christina not only gives generously of her time and energy, she also donates 10% of her company’s bottom-line in product and cash to local Des Moines nonprofits.

We are pleased and proud to support Christina’s nomination for the “Women of Influence” award. We strongly believe that she epitomizes what the award is intended to honor.

Thank you for considering this nomination.

Sincerely,

Michael R. Crum

Vice President for Economic Development and Business Engagement

Iowa State University

David P. Spalding

Raisbeck Endowed Dean  
Iowa State University College of Business

May 18, 2016

Des Moines Business Record

Attn: Jason Swanson

100 Forth Street

Des Moines, IA 50309

Dear Jason:

Please accept this letter of recommendation for Christina Moffat, Founder of Crème Cupcake + Dessert and Regional Director, Mid Iowa Small Business Development Center for “Woman of Influence Award” or “Women Business Owner of the Year”. I’ve had the great pleasure to get to know Christina over the last several years, through community organizations and her work with the Iowa Restaurant Association. Her professionalism, hard work and generosity are the hallmarks of her success!

I first had the opportunity to try Christina’s fabulous cupcakes and make her acquaintance when she began her business out of her home, in 2010. She was involved in a number of metro non-profit and Chamber activities…it seemed the tasty treats were everywhere I turned! The business grew quickly and in a very short while, she was relocating to a commercial bakery. In August of 2012, the lease for the storefront and concept Crème Cupcake + Dessert on Ingersoll was signed and the dessert/cocktail lounge she always dreamed about was soon to become a reality. The growth has been phenomenal! She now has a team of 16 employees…all who are talented beyond measure and provide incredible customer service. It goes without saying, her leadership empowers them and we, as her customers, reap the benefits. 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 was thrilled for Christina when she shared her good fortune of being hired as the Regional Director for the Mid Iowa Small Business Development Center.  This, in addition to the incredibly demanding and successful business of Crème Cupcake AND being a mom…a true example to women, of how to make life your own! In her role, she provides customized advice/counseling for entrepreneurs and small business owners.  Since taking over her territory in January 2015, Christina has increased Clients served by 22%, has raised counseling hours by 17.5%, Increased business starts by 42%, helped clients increase their sales by 36.7%, and increased jobs created by SBDC clients by 22%. Christina has grown her team of 1.5 to a team of 6 and created 9 satellite offices to better serve her 5 counties. She is a wonderful resource to women business owners. She welcomes the opportunity to share her knowledge and give them the support to be successful.

She also devotes her time and talents to many local organizations, including the Women’s Reciprocity Group, New Leadership Counsel, 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.  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.

Christina is very deserving of a Women of Influence Award. She makes a difference, every day!

Sincerely,

Stacy Kluesner

Director of Marketing & Association Development

Iowa Restaurant Association

Christina Moffatt’s 2015 SBDC success:

Met and exceeded all milestone assigned by SBA in 2015.

Since taking over Mid Iowa office Jan 2015 overall office growth:

Clients served up 22%

Counseling hours up 17.5%

Single Year Long-term Clients up 15%

Business starts up 42%

Sales increase up 36.7%

Jobs created up 22%

Since taking over Mid Iowa breakdown of SBDC growth in my assigned counties

Dallas up 31.7%

Jasper up 92%

Marion up 83%

Polk up 8.75%

Warren up 46.4%

Other up 66%

2015 Stats by the Hard Numbers:

Helped 33 businesses start

Helped add 202 jobs in territory by SBDC clients hiring

Helped clients secure $4.3M in Capitol for their businesses

Counseled 395 clients

Created Satellite offices in:

Perry Gravitate Pella Urbandale

Indianola Newton Ankeny WDSM Incubator

Knoxville

Mid Iowa Office counseled 25% more (100 clients) than any other SBDC office in the state.

Presented at 40+ events (including keynote speaker, workshop speaker, panelist or judging contests)

May 1, 2016

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 and Regional Director, Mid Iowa Small Business Development Center for “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 16 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.

In January 2015, Christina was hired as the Regional Director for the Mid Iowa Small Business Development Center.  She provides 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. Since taking over her territory in January 2015, Christina has increased Clients served by 22%, has raised counseling hours by 17.5%, Increased business starts by 42%, helped clients increase their sales by 36.7%, and increased job created by SBDC clients by 22%. Christina has grown her team of 1.5 to a team of 6 and created 9 satellite offices to better serve her 5 counties.

She also devotes her time and talents to many local organizations, including the Women’s Reciprocity Group, New Leadership Counsel, 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.

Sincerely,

[MD Isley, M.S.](mailto:mdisley@dmacc.edu)

Academic Dean, Business, Management & Technology

Des Moines Area Community College

2006 S Ankeny Blvd  
Ankeny, IA 50023

515-779-6308

May 25, 2016

Business Record

Attn: Jason Swanson

100 4th St

Des Moines, IA 50309

Jason,

I’m honored to recommend Christina Moffatt for "Woman of Influence Award" and "Woman Business Owner of the Year."  I have Known Christina for over 7 years and if you could see the smile on my face you would know how much I like this woman.  Christina is very deserving of these awards and she would profile very well as the award winner.

Christina has that strong Midwestern work ethic you always hear about. She has taken her passion for cupcakes and made her business a raving success.  She has now taken that success to Iowa and heads up the Mid Iowa Small Business Development Center.  She has dramatically increased all aspects of her centers resources and has helped numerous small business along the way, there is not a better way to give back than share your passion.

Christina has a magnetic personality and infectious smile that comes from her heart.  Christina is involved in just about any organization surrounding Des Moines; you can find her or her cupcakes supporting organizations that support Des Moines and Iowa.

If you want a high profile lady that will bring a spotlight  to these awards so they continue to be a beacon for all the wonderful women in Iowa then look no further and help me in congratulating Christina as the next “Woman of Influence” and “Woman Business Owner of the Year”.  I available and encourage a call because my excitement for this woman will resonate even more if you hear my voice.

Cheers!

Scott Carlson

[515-554-8410](tel:515-554-8410)

Owner

Side Of Ranch, Inc.

Dba: Court Avenue Restaurant and Brewing Co., Americana, The Iowa Craft Beer Tent and Gilroy's