November 30, 2015

Re: Cassie Sampson 40 under 40 nomination

I have had the honor of calling Cassie a friend for almost ten years. This letter is a recommendation that she should be selected to this year’s 40 under 40 class.

Her list of achievements is quite long and I will only touch on a few of them. She is the owner of East Village Spa, a company that employs over 17 people which she began by herself with just one table out of an apartment. The entire East Village community is grateful to her for the many years of service she has provided by serving on the Historic East Village board as well as running and organizing the East Village Promenade.

Cassie has consistently given back to the community through her nonprofit work. With the spa, herself and her time, she has raised monies and awareness for wide variety of charities including the Children’s Cancer Connection, The Beacon of Life, and Fluffy Butts Animal Rescue.

Cassie exemplifies every aspect of what a member of the 40 under 40 organization should look for. She is an exceptional leader for Des Moines and I strongly urge the committee to accept her nomination.

Thank you!

With respect,

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