December 1, 2015

To: 40 under 40

From: Robbin McClelland

Subject: Cassie Sampson recommendation letter

I am pleased to write this letter of recommendation for Cassie Sampson. I first met Cassie at the East Village monthly Board meetings in 2009. I could tell right away her passion for her business and the East Village would be long lasting. Her dedication to the East Village to make it a destination was and is inspiring.

I have worked with Cassie for 7 years on the committee of the East Village Holiday Promenade. She took this on with determination and respect for the previous Promenades. The Promenade has grown under her leadership and enjoyed by thousands.

I have been to many meetings in the East Village and there are a few people that stand out to make the East Village a better place for everyone and Cassie is one of them. She does not just look out for her business she truly cares.

Cassie makes good things happen.

Watching Cassie’s business grow from its original location to her present location and her decision to stay in the East Village has been a great asset for Downtown Des Moines. We are lucky to have her and her dedication to the East Village.

I hope to work with Cassie for years to come.

Sincerely,

Robbin McClelland

Manager Brenton Skating Plaza

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