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January 1st, 2016

Business Record
Attn: Forty Under 40 Selection Committee
100 4th St
Des Moines, IA 50309

Dear Committee,

Kelsey Feller and I met a little over two years ago. I was immediately impressed with her passion for the Greater Des Moines community and her desire to make it a better place. Since meeting her, I have watched her grow and get involved in multiple organizations. I am writing to recommend her for the upcoming Forty Under 40 group not only because she has become involved with these organizations, but because she truly making a difference in all of them.

Over the past two years Kelsey has helped raise over \$6,000 for Habitat for Humanity in order to ensure a home was finished for a deserving family. Through her work with the American Advertising Federation, she has raised more than \$14,000 for the organization while also winning their 2015 Rookie of the Year Award. Perhaps the most impressive feat is her involvement with the complete rebranding and rejuvenation of the West Des Moines Schools Student Scholarship Fund. She has helped bring this organization into the 21st century with her ideas, innovations, and drive in the short eleven months she has been a member of their board.

Kelsey continues to also advance herself and her career with Strategic America. She is currently working on her MBA through the University of Iowa while working full time. She continues to move her employer, and the organizations she volunteers for, forward. She would be a great addition to the upcoming Forty Under 40 class. Thank you for your time and consideration.

Respectfully,

Danny Beyer
2014 Forty Under 40 Winner
2016 Vice Chair, West Des Moines Chamber
Vice President – Sales and Marketing
Kabel Business Services
dbeyer@kabelbiz.com



December 16, 2015

Forty Under Forty
Des Moines Business Record
100 4th Street
The Depot at Fourth
Des Moines, Iowa 50309

Dear Forty Under Forty Committee:

It is my honor to submit this letter in support of Kelsey Feller's nomination for the 2016 Forty Under Forty class.

Kelsey has been a dedicated member of the American Advertising Federation Board of Directors for two years. During her first year as the AAF Public Service Director, she launched a media auction fundraiser that generated \$14,000 to directly impact professional development opportunities for advertising professionals in the Greater Des Moines area. The media auction also helped small businesses and non-profits purchase advertising packages significantly below rate card price – an opportunity to advertise their local business that they otherwise may not have been able to do.

Kelsey was nominated and voted by peers as Rookie of the Year at the 2015 American Advertising Awards show. Rookie of the Year is awarded to an AAF member that has been with the club for less than two years and has gone above and beyond in his/her efforts to advance the club. This exemplifies the fact that she is an outstanding young professional who is respected by both her peers and others in our community. I have experienced first hand Kelsey's upbeat personality, strong work ethic and leadership skills.

Kelsey would be a great addition to the 2016 Forty Under Forty Class!

Sincerely,

Lisa Lewis
Executive Director
AAF of Des Moines

American Advertising Federation of Des Moines
PO Box 133
Des Moines, Iowa 50301
AAFDSM.COM



January 8, 2016

40 Under 40 Selection Committee
Business Record
40 Under 40
100 4th Street
Des Moines, IA 50309

Dear Selection Committee,

Observing and supporting many young people in the early stages of their careers allows me the opportunity to experience the characteristics of emerging success, and even, significance. That prompts me to write in support of the nomination of Kelsey Feller, from Strategic America.

Kelsey has smartly positioned herself to leverage her professional passions, educational accomplishments and civic and charitable experience. Allow me to highlight these—

- A focus on the importance of small businesses is important to Kelsey. At SA, she serves dealers, brokers and agents across the country to help their businesses grow and succeed in their individual communities.
- A current MBA student at the University of Iowa in entrepreneurial studies, Kelsey adds to a double major in marketing and design from Buena Vista University graduating Cum Laude.
- Her leadership in the American Advertising Federation of Des Moines resulted in her being named Rookie of the year in 2015.
- Her previous career involvement includes The Principal Financial Group Retirement and Investor Services area and the Minnesota Vikings.
- Kelsey has invested herself in the community by serving as Board member and Committee Chair of the St. Francis Habitat for Humanity through which she has coordinated and built homes, garden sheds and raised funds for needy families.
- She has been active planning and raising funds for scholarships to Valley High School students, planned and organized fund raising events for Storm Lake organization Faith, Hope and Charity. Also, she has participated in Meals from the Heartland, Salvation Army, and American Lung Association activities, among others.

Perhaps you begin to see a picture of one who has arranged her life around serving others in this community and beyond. That's Kelsey Feller! Enthusiastic, action – oriented, purposeful and committed. A great combination for future success and significance.

Sincerely,

Mike Schreurs

December 17, 2015

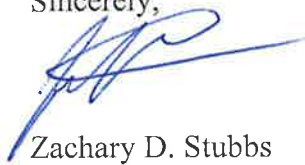
Forty Under Forty Selection Committee
Business Publication Corporation
100 4th Street
Des Moines, IA 50309

It is my privilege to submit this letter of recommendation on behalf of Kelsey Feller for induction into the 2016 Forty Under Forty class. I have had the pleasure of working alongside Ms. Feller on the West Des Moines Community Schools Student Scholarship Fund board since February of 2015. Ms. Feller has been a strong contributing board member with a high level of integrity. She has demonstrated a strong degree of motivation to better our organization including assisting with our annual Tee Up for Tigers golf tournament, leading our game sponsorship program, and the planning and execution of new fundraising opportunities.

Ms. Feller is truly dedicated to making the community a better place by not only her involvement in the WDMCS Student Scholarship Fund, but also the other civic and professional organizations she participates in. She is ambitious, focused, and goal oriented. At the same time, Ms. Feller is pursuing her MBA from the University of Iowa Professional MBA program. Her academic abilities and communication skills have made her an integral part of our organization.

I sincerely hope that you give her application for the 2016 Forty Under Forty class favorable consideration.

Sincerely,



Zachary D. Stubbs
President
West Des Moines Community Schools Student Scholarship Fund

December 29, 2015

To Whom It May Concern

Re: Forty Under 40 Recommendation – Kelsey Feller

Dear Decision Makers,

I am pleased to recommend Kelsey Feller for the *Business Record's* annual Forty Under 40 award. Kelsey is a valued volunteer at Greater Des Moines Habitat for Humanity (GDM Habitat), serving as the primary liaison between St. Francis of Assisi Catholic Parish and GDM Habitat. She represents her church on our Catholic Circle of Faith (CCOF) Steering Committee.

Kelsey and her fellow CCOF Steering Committee members are volunteer leaders from local Catholic parishes who advocate, fundraise and recruit volunteers to support GDM Habitat's mission. Each year they take on the challenge of providing significant funding and recruiting volunteers to build a Habitat house in addition to supporting GDM Habitat in other ways. During 2015 after serving as a co-leader for her parish for a year, Kelsey assumed responsibility as the primary CCOF leader for St. Francis. Not only did she act as GDM Habitat's eyes, ears and voice within her parish, Kelsey also helped the CCOF Steering Committee set funding and volunteer recruitment goals for the year. She oversaw her parish's efforts to recruit construction volunteers for our build site, assist with meal coordination, organize a Habitat shed wall building event for youth on church property, and planned successful fundraisers including a 5k run/walk. These are not easy tasks in a large church where many ministries compete for the time, talent and treasure of church members.

During 2015 Kelsey made sure her parish delivered everything she promised and then some when it came to recruiting volunteers and fundraising. In 2015, her parish exceeded its fundraising goal and introduced many new people to Habitat's mission. She is the kind of leader who makes everyone's job at GDM Habitat easier, and I look forward to continued collaboration in 2016.

Sincerely,



Brendalyn Shird, Director of Strategic Partnerships



January 12, 2016

40 Under 40 Selection Committee
Business Record
40 Under 40
100 4th Street
Des Moines, IA 50309

Dear Selection Committee,

I am writing to strongly endorse the nomination of Kelsey Feller for the Business Record's 40 Under 40 Award.

As the Vice President and shareholder of Strategic America, one of the top 250 independent advertising agencies in America, and with more than 40 years in the advertising and marketing field, I have had the opportunity to work with many talented and accomplished young professionals in our industry. Never however, have I worked with a more dedicated and talented young marketing professional than Kelsey Feller. I first interviewed and hired Kelsey in May of 2012. Since that time Kelsey has been promoted twice and now leads major accounts at the agency including Wells Fargo Home Mortgage, the nation's largest mortgage originator, servicing mortgages last year worth in excess of 1.9 trillion dollars. Kelsey also serves as a District Advertising Manager on Strategic America's largest account; Lennox Industries providing advertising and marketing counsel to more than 170 local Lennox dealers throughout the nation. Kelsey is also the account lead on Drake University and the West Des Moines Chamber of Commerce. She brings valuable marketing insight and strategies that consistently exceed the expectations of all the brands she represents.

Perhaps just as impressive as her professional career, is the time and energy Kelsey contributes in leadership roles in community and civic organizations in which she participates. During the last five years Feller has helped raise tens of thousands of dollars for civic and professional organizations like: Faith, Hope & Charity, Storm Lake, IA; Saint Francis Habitat for Humanity; and the Des Moines Chapter of the American Advertising Federation (AAF).

She serves on the Board of Directors and as a Committee Chair for Saint Francis Habitat for Humanity, where she spearheaded efforts to promote the ministry through the implementation of a successful 5K walk/run.

Kelsey also serves as the Public Service Director, plus organized and managed a successful 2015 Media Auction, for the American Advertising Federation to provide advertising services to local small business, universities and nonprofit organizations. She received the coveted Rookie of the Year Award from AAF in 2015.

I am hopeful that the Business Record's 40 Under 40 selection committee will select Kelsey Feller as one of your 2016 award recipients

Sincerely,

Jim Stafford
Vice President, Client Services/Principal