

January 12, 2016

Forty under Forty
Business Record
100 Fourth Street
Des Moines, Iowa 50309

To whom it may concern:

I am pleased to write this letter to support the nomination of Laura Palmer for recognition in 2016's "Forty under Forty."

Laura is a force to be reckoned with. When she enters a room, the electricity turns on. I have witnessed firsthand that success follows whenever she gets involved. Laura was president of the Des Moines Art Center's young professional group, Art Noir, for two years. During her tenure, the organization grew from 60 semi-active members to nearly 250 active participants. Laura laid the groundwork for this group's growth and helped to change the perception of the Art Center in the eyes of the community. Through her efforts, the organization moved toward fulfilling its strategic goal to actively engage young professionals in its activities and in the art of our time. In addition, in 2014, she was co-chair of the Art Center's annual fundraising gala, which was successful as well.

These are just two examples of the many community-wide activities that exhibit Laura's unique stamp. In addition to being a small business owner, she currently serves on the board of the Des Moines Social Club and the Des Moines Arts Festival, while continuing to be involved in a variety of community endeavors, as philanthropy and volunteerism are now a part of her personality. She is a splendid example of the brightest and the best of what Des Moines has to offer and what "Forty under Forty" represents. I encourage you to award Laura Palmer this well-desired recognition.

Best regards,

A handwritten signature in blue ink, appearing to read 'Jeff Fleming', with a stylized, elongated flourish extending to the right.

Jeff Fleming
Director