



January 12, 2016

Business Record

Attn: Forty Under 40 Selection Committee

100 4th Street

Des Moines, IA 50309

Dear Forty Under 40 Selection Committee,

I am writing to you on behalf of Lead Like a Lady's executive leadership team in support of Laura Palmer, founder and owner of XO-LP, for the distinction of the *Business Record* Forty Under 40. Laura is an active member in our organization as part of the events committee and has made many contributions to our growing group with her natural leadership and creativity.

Whether through her service to the Young Professionals Connection Board, her leadership as President of Art Noir or her recognition as YP of the Year in 2012, Laura has continued to lead as an active, engaged member of her community. Today, she is making the transition from "Young Professional Leader" to simply "Leader." A little over a year ago, Laura decided to take the courageous step of focusing full-time on running her own business, XO-LP. As we all know, women business owners in Iowa are few, and by joining their ranks, Laura is certainly an up-and-coming leader in the entrepreneurial scene in Central Iowa. While growing her business, she serves on the board of directors for both the Des Moines Social Club and the Des Moines Arts Festival, two cultural staples in the community. She also gives back to the community through her business, frequently creating special items for fundraisers and donating portions of her profits to causes close to her heart. Her can-do attitude, passion for the community, and vision for Des Moines' future make her a leader to watch in central Iowa.

I would ask the committee to consider Laura Palmer as an excellent candidate for the *Business Record* Forty under 40 distinction.

Thank you for your consideration,

Alyssa Young

Secretary

Lead Like a Lady

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Lead Like a Lady Executive Leadership:

Jaimie Miller, President, Forty under 40 Class of 2015

Sunni Swarbrick-President-Elect

Kate Banasiak, Treasurer, Forty under 40 Class of 2013

Andrea Jansa, Past President, Forty under 40 Class of 2014