

January 12, 2016

Dear Forty Under 40 nominating committee,

I am writing a letter of recommendation on behalf of my husband, Doug Vinsand. Since I have met him he has been impressing me with his many contributions to the community and his work. And among all that he still finds the time to be a supportive husband, involved father, and organizer of family events. The kicker is that he accomplishes all this even though he spends 50-plus nights and days on the road for his job every year.

The after-market truck accessory business is competitive, with at least five strong companies in each product segment that Doug sells in. In spite of this, he has grown his sales because he takes the time to build relationships with his customers, understand their needs, and then think creatively about how to generate value both for Dee Zee and the customer. In the seven years that he has been a sales manager, he has built strong loyalty with his accounts because they know that to him they matter. They are not just a way for him to squeeze more margin out of the products he sells. A great example is an account that he cultivated for three years, growing the business from \$500,000 to \$1.5M. The account was given to another sales manager and within a year sales dropped by half. Doug now has the account back, and upon hearing the news, multiple managers on the account called him to welcome him back and when he went to visit they spent an entire day telling him what they want to do to increase their sales and how Dee Zee can help them.

Doug's charitable accomplishments are important, but it is how he achieves these accomplishments that has the bigger impact. Doug is always looking to include more people in the events he runs, as he wants others to become active in charity work and maximize their potential to give back. A perfect example is the event committee he built for Savor Des Moines. Of the eight committee members, 75% had little to no charitable involvement before he convinced them to be on the committee. Now, one member is on the Young Variety board, two members have joined an additional Young Variety committee, and another four members have volunteered with multiple Young Variety events. Long after Doug ages out of young professional charitable work, those that he has inspired will continue to make an impact on the community.

Doug is the first in his family to go to college and the first to be involved in charity work, yet in spite of a clear path to follow, he has achieved success in business as well as positively impacted local charities. Doug's contributions both to Dee Zee and to the Des Moines community well recommend him for inclusion in the 2016 class of the Des Moines Business Record's Forty Under 40.

Sincerely,

A handwritten signature in black ink that reads "Gina Vinsand". The signature is fluid and cursive, with the first name "Gina" and last name "Vinsand" clearly legible.

Gina Vinsand

Process Pro

Deere & Company