



Iowa Small Business Development Center
Mid Iowa
Capital Square, Suite 160
400 Locust St.
Des Moines, IA 50309
P 515-331-8954
www.iowasbdc.org

January 6, 2016

Des Moines Business Record
c/o Jason Swanson
100 4th Street
Des Moines, Iowa 50309

Dear Jason and Review Committee:

This is a Letter of Recommendation on behalf of **Justin Wise**, Owner of Think Digital for the "*Forty Under 40*". I met Justin while attending Lutheran Church of Hope back in 2005. Justin is a person who is deeply committed to growth of Des Moines businesses and individuals.

At the end of 2014, The Des Moines Register profiled Justin Wise in the "People to Watch in 2015" nominee section. In 2015, Dan Winters sought Justin for a "Three Minutes in the Chair" interview on WHO-TV. Justin helped Dan Winters win the "first to 1,000 Instagram followers" competition amongst the on-air talent.

Justin is an amazing teacher and tremendously giving of himself and his time to benefit others. The belief in other individuals and growth of businesses in Des Moines became even more apparent when I approached Justin and asked him to do a series on Social Media for the Iowa Small Business Development Center. Justin jumped in right away, laying out details of how he could instruct small businesses to have a bigger reach and impact their bottom line. This helps Des Moines and Iowa in the end.

Justin is an amazing entrepreneur. He started Think Digital in September 2013 and has grown it to \$400K in revenues in less than two years. Working with small businesses daily, this is tremendous growth that we are very proud to see. What an amazing impact on our community. Justin is known throughout the US as an expert on Social Media. Justin travels throughout the US helping business understand not just the tactics (creating the content), but also the strategy behind it. This tends to be the missing link for a large majority of companies and is one of the aspects Justin excels at and is recruited for. Even though he is highly sought after, Justin remains humble and chooses Iowa as his home with his wife and 3 children.

I hope that you consider this recommendation letter for an award.

Sincerely,

Christina Moffatt
Regional Director, America's SBDC Mid Iowa and Founder, Crème Cupcake + Dessert