



January 15, 2016

To Whom It May Concern

Please accept this nomination for Tricia Rivas for the 40 under 40 award. I have known Tricia for over seven years and have done work and served on boards with her. Tricia is the owner of Trixie's Salon located in Des Moines, Iowa. Tricia is an amazing entrepreneur who has started a company and has grown it to over ten employees. She works to not only grow her own business but to empower other women to own their own salon. She has been a mentor and role model to many women who would never think to start something on their own.

Tricia is also heavily involved in the community. She is currently serving as board chair of the Des Moines East and South Chamber of Commerce. Her role has focused on continuing to implement the organization's strategic plan and to also reach out to members to offer help in the areas of retail social media and marketing.

Most notably is Tricia's passion about a new non-profit she started up using her own money called Dream Catchers Foundation, Inc. Tricia routinely helped individuals who were cancer victims, hospice patients and bed-bounded veterans who she would help do a makeover or hair styling to those individuals for free. She helps individuals bring their inner beauty out by doing these makeover sessions. In one instance, a veteran who had been bound to living in a bed had not shaved or kept up any of his hair grooming. Tricia, went to the person's home washed the hair, trimmed the beard and did a haircut. At the end, the gentleman cried as he saw a whole new person and brought out a confidence that his caretaker had not seen in years.

That is what this organization does and Tricia has worked hard to formalize this into an actionable charity that supports people with a tangible benefit right here in our local area. Tricia is definitely an up and coming person in this area and look forward to seeing what kind of impact on the community she will make.

I highly recommend Tricia be nominated in this prestigious award and believe she would be an excellent addition to list of alumni.

Sincerely,

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