

January 14, 2016

To Whom It May Concern:

As a past Forty Under 40 honoree, it is my honor to recommend Tricia Rivas for the same distinction. I have had the privilege of working alongside Tricia in her role as Chair to the East + South Chamber. Tricia is a natural leader and demands the most out of people when she enters the room. The board has always been content with the progress of the Chamber, but Tricia is dedicated to taking it to the next level and I am certain she will.

Tricia is an entrepreneur and opened her first business, Trixies Aveda Salon in 2007. It has since grown to 15 employees in a short amount of time. Beyond the role of servicing her clients, Tricia used her professional talents to donate salon services to Hospice of Central Iowa and Des Moines veterans. To make a greater impact, Tricia decided to donate her talents to a broader audience. This desire lead her to start the non-profit, Dream Catchers Foundation in 2014. This organization provides salon services to men, women and children that are terminally ill as well as their caregivers. This foundation now touches several people rejuvenating their spirit. She is simply amazing!

Tricia possesses a rare combination of passion and drive towards everything she does and for this reason, I cannot think of another candidate more eligible than her to recommend for Forty Under 40.

Sincerely,

Abbey Gilroy
2014 Forty Under 40 Honoree
Real Estate Development Director
Neighborhood Development Corporation

