

January 15, 2016

Mr. Jason Swanson
Des Moines Business Record
Business Publications Corporation Inc.
100 Fourth St.
Des Moines, IA 50309

Dear Mr. Swanson:

It is with great pleasure that I nominate and endorse Brian Waller for the Des Moines Business Record's 2016 class of 40 under 40.

I have had the honor of watching Brian grow into the leader that he is today. From early interactions with Brian as a student in Sioux City to his work on a gubernatorial campaign in 2002 to more recently his work at the Iowa Economic Development Authority and now as the president of the Technology Association of Iowa - I have been impressed. Even from the beginning, I knew that Brian was destined to make a big difference for Iowa.

Brian's first-hand experience with community development efforts and his enthusiastic approach to new business development is what led me to bring Brian on board at IEDA in 2011. As the state looked to approach the entrepreneurial community in a new and authentic way, I knew we would need a different kind of person to lead the charge. Brian was that leader. By engaging and listening to Iowa's innovators and entrepreneurs, Brian identified effective approaches to re-introduce those audiences to the state's process and programs. And, he helped the state look differently at how we interacted with start-ups. As a result, IEDA and the start-up community in Iowa are closer than ever - truly to Brian's credit.

Although I was disappointed to see Brian move on from our organization, I supported his desire to seek a new challenge as the president of the Technology Association of Iowa. Brian is a big-thinker, and I am confident that his skills are the right fit to move an effective organization like TAI to the next level. I am excited that our organizations are able to work closely to continue many initiatives that are valuable for the state of Iowa.

Brian Waller embodies the qualities that you seek from 40 under 40 candidates. He is truly worthy of consideration for the 2016 class, and I am honored to offer my endorsement.

Sincerely,



Debi V. Durham, Director