



IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

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Bill Northey, Secretary of Agriculture

January 10, 2017

Business Record

Attn: Selection Committee for 40 Under 40 Awards

100 4th Street

Des Moines, Iowa 50309

Dear Members of the Selection Committee:

On behalf of the Iowa Department of Agriculture and Land Stewardship, I write to highly recommend Dustin Vande Hoef, our Communications Director, for the Business Record's 40 Under 40 award. He has been a key member of our team for nearly ten years and is very deserving of this honor.

Through his career at the Department, he has developed key agriculture messaging strategies and outreach for a variety of issues, including in areas of complex regulations, animal or plant disease response and conservation. He has been a steadfast advocate for serving the people of Iowa through accurate and timely communications, including written, verbal and social media. With the continued advances in agriculture, renewable fuels and biotechnology, Dustin has coordinated with industry leaders to ensure concise, positive messaging.

Dustin has volunteered with the Communications Officers of State Departments of Agriculture (COSDA) for several years now, and has served numerous leadership positions within the organization. Most recently, he was elected by his peers nationally to serve as President of COSDA. This association helps to bring coordinated communication to the importance of agriculture across the nation. Through Dustin's leadership, the COSDA Annual Meeting was held in Iowa, with industry leaders visiting local farms and agri-business industries.

I have also been impressed with Dustin's civic and community engagement. Personally, he serves in a variety of roles at his church, on the Parent Advisory Council for his children's school, and donates his time and blood to the Iowa Blood Center. He is engaged in community efforts with the Iowa Corn Grower's I-LEAD program, Young Professionals in Agriculture and "Team Octane" kickball.

Please strongly consider Dustin Vande Hoef as a recipient of the Business Record's 40 Under 40 award for 2017. Please do not hesitate to contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads "Bill Northey". The signature is fluid and cursive, with the first name "Bill" and last name "Northey" clearly visible.

Bill Northey

Iowa Secretary of Agriculture