



THINKING AHEAD

January 13, 2017

Business Publications
Forty Under 40
100 4th Street
Des Moines, IA 50309

Re: Recommendation Letter for John Leder
Business Record – Forty Under 40

Dear Forty Under 40 Selection Committee:

It is with great pleasure and enthusiasm I am writing to endorse John Leder for the Business Record's Forty Under 40 Class of 2017. John's dedication to the advancement of his industry knowledge and enthusiasm exemplify an individual driven by a quest for excellence.

As an Account Executive with Holmes Murphy & Associates, John consistently delivers on all of our core values of expert know-how, integrity, and exceptional service. His ability to excel in finding the most innovative solutions to meet his clients' needs makes him an invaluable asset to our company and to his clients.

An energetic advocate of giving back, John is dedicated to improving the lives of others, including children living with complex medical conditions like the Cerebral Palsy his son Owen fights daily. John is not only on the Board of Directors for Courage League Sports, but also Variety – The Children's Charity of Iowa. He's also a Family Ambassador with Gillette Children's Specialty Healthcare.

We need people with a strong moral compass to be leaders in the community and industry, and John is a great example of that. His ability to balance his time while maintaining his priorities in life are what make him a great candidate for the Forty Under 40 Class of 2017. Thank you for considering him for participation.

Sincerely,

Daniel T. Keough
Chairman and CEO
Holmes Murphy & Associates



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Re: Recommendation Letter for John Leder
Business Record – Forty Under 40

Dear Forty Under 40 Selection Committee,

Please let this letter serve as my recommendation of John Leder to the Forty Under 40 Class of 2017. It has been my pleasure to be both a friend and colleague of John's for the past 10 years, and my utmost belief that John would serve as an excellent steward of this award.

John excels as a leader both professionally and philanthropically. During his time at Holmes Murphy & Associates, he has been a pillar of commitment, ethics, and advocacy for both our clients and our employees. John routinely goes above and beyond to communicate and learn from experiences and the people he surrounds himself with. In the recent year, he performed in the top 10 percent of his geographic peers, all the while engaging in multiple community initiatives led by Holmes Murphy.

Outside of work, John continues to be passionate about giving back to the Greater Des Moines Area. John currently serves as a Board of Director for Courage League Sports and Variety – The Children's Charity of Iowa. He is extremely dedicated to the organization and has made large contributions in raising funds for their cause. John's son Owen lives with a diagnosis of Cerebral Palsy, and John has dedicated his philanthropic focus to better the lives of children with complex medical conditions and their families. John has endured through a challenging situation and uses it as a way to inspire and give back to those around him.

The genuine involvement outlined above is only a brief synopsis of all John does to improve the Des Moines community and the people he encounters. It would be an honor for the area to recognize him as a Forty Under 40 award winner and why I am writing in support of his nomination.

Sincerely,

John Hurley II
Senior Vice President /Shareholder
Holmes Murphy & Associates

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100 4th Street
Des Moines, IA 50309

Re: Recommendation Letter for John Leder

Business Record – Forty Under 40

Dear Selection Committee:

This letter is in support of the nomination of John Leder for the 2017 Forty Under 40 Class. I met John in 2004, while he was still living in New York. We spoke for thirty minutes about professions and personal backgrounds, including John's girlfriend, Emily Woodburn a native of Des Moines. I predicted then, only to have it come true two years later, that John would move back to Iowa with Emily.

We hired John at Holmes Murphy in July 2006, and he quickly progressed through our training program. John's commitment to his customers was evident as he continued to welcome new clients to Holmes Murphy. He embraced the Holmes Murphy commitment to community involvement. He joined Big Brothers Big Sisters as a 'Big' for three years, and served on a number of committees with local non-profits, including United Way and the American Heart Association.

I believe John's focus on our community became a little more focused after the birth of his twins in 2009. Since their arrival, John has dedicated his philanthropic efforts to assisting Children with complex medical conditions, like the cerebral palsy his son Owen fights daily. I have admired his family's strength and perseverance through a challenging endeavor.

John serves as a Board Director for Courage League Sports. He volunteers his time, supports their events, and has raised considerable funds under the banner "Owen's Fan Club". John has also supported the rights of Iowa children (and their families) with complex medical conditions by informing Senators of adverse effects of pending legislation.

I endorse the nomination of John Leder to the Forty Under 40 Class of 2017, and hope the committee agrees. He is a great example of an Iowa transplant making the most of his life in Central Iowa.

Sincerely,

A handwritten signature in dark ink, appearing to read "J. Douglas Reichardt". The signature is fluid and cursive, with a large initial "J" and "D".

J. Douglas Reichardt
Chairman
Businessolver, Inc.