



December 30, 2013

To the Business Record 40 Under 40 Review Committee:

It is with great pleasure that I recommend Kelly Sparks for the 40 Under 40 Class of 2014. In my mind, Kelly exemplifies all the qualities required to receive this achievement: she is a go-getter, a hard worker and a huge asset to our community.

I first met Kelly years ago when I volunteered for the MS Society. It was then that I first saw how she excels at event planning and it was because of her leadership that I became more engaged in the organization. For the past three years, I've had the pleasure of having Kelly on my event planning team for Winefest and I can say with all honesty that there is no one else that I would prefer to have on my team more than Kelly. She is quick & calm under fire, great at troubleshooting and always extremely professional.

What impresses me even more about Kelly is how much she does for our community. Not only is she a member of the Greater Des Moines Leadership Institute, but she also serves on a number of boards and committees. She has been very active in the Des Moines Social Media Club, the Young Professionals Connection and the Des Moines Metro Opera's Food & Wine Showcase committee.

Not only am I lucky to have Kelly as a colleague, but I believe Des Moines is lucky to have her as a leader. I hope that we will be able to welcome her to the newest 40 Under 40 class this year.

Best Regards,
Nikki Syverson
Event Director
Des Moines Wine Festival Foundation