



4601 WESTOWN PARKWAY, SUITE 215  
WEST DES MOINES, IA 50266

December 20, 2016

Des Moines Business Record  
40 Under 40 Selection Committee

Via: Rudy Fors

To The Committee:

It is with great pleasure that I have the opportunity to recommend Rudy Fors for selection as a member of the 40 Under 40.

I first met Rudy through the Rotary Club of Des Moines of which we were members. I was immediately impressed by his willingness to further the goals of Rotary, but equally, his genuine interest in our family business and its hopes for the future. What was particularly poignant was his ability to grasp the complexities of our fifth-generation company and what it would take to launch to the next level. The results have been enormously beneficial.

I understand that the Committee will undoubtedly receive numerous applications for the 40 Under 40 distinction from very worthy candidates. However, let me just say that Rudy Fors has my unconditional endorsement for selection and I would be happy to discuss this in person at any time.

Sincerely,

A handwritten signature in dark ink, appearing to read "Charles E. Kuba", written over a horizontal line.

Charles E. Kuba, G.G., A.S.G., President  
IOWA DIAMOND

CEK:bms

IOWA STATE UNIVERSITY  
OF SCIENCE AND TECHNOLOGY

College of Business  
Department of Management  
Steve and Becky Smith Management  
and Marketing Suite  
2350 Gerding Business Building  
2167 Union Drive  
Ames, Iowa 50011-2027  
515 294-8110

January 11, 2017

**Letter of recommendation for Rudy N. Fors**

To Whom It May Concern:

It is a pleasure to write a letter of recommendation for Mr. Rudy Fors to support his nomination for the *Business Record Forty under 40*. I first met Mr. Fors during the 2013 fall semester as he graciously accepted an invitation to speak in the Entrepreneurship and Innovation course that I teach at the College of Business at Iowa State University. He was recommended to me by a prominent local entrepreneur due to his expertise on small business financing issues. We have developed a great working relationship and Mr. Fors is now a regular guest speaker in my classes. During his class presentations, I have seen many examples of his selfless commitment to the issue of small business financing and entrepreneurial firm growth in Iowa. I believe he would make a great candidate for the *Business Record Forty under 40* and would like to enthusiastically recommend him to you.

The entrepreneurship course that I teach requires students to demonstrate leadership, creativity, independence, organizational and communication skills, and a clear mastery of the management entrepreneurship, finance, and accounting subjects. Mr. Fors has consistently shown a strong desire to contribute through relevant practical examples and professional guidance in helping students acquire and deepen their knowledge of the financial skills related to managing a small business. I am always particularly impressed by Mr. Fors's patience and thoughtful replies to the multitude of questions that students have on this topic. His ability to relate to students and provide them with actionable advice have made these sessions a great success and have elevated the overall reputation of the course.

The private conversations I have had with Mr. Fors have always revealed a strong focus on student academic success and a strong desire to share acquired practical knowledge and skills with students, local business owners, and institutional actors. I cannot think of a better example of civic leadership.

I enthusiastically recommend him to you.

Sincerely,  
Andreea N. Kiss, Ph.D.  
Associate Professor  
Management Department  
College of Business  
Iowa State University



520 Walnut Street  
Des Moines, IA 50309  
515.245.6165

usbank.com

January 9, 2017

Business Record  
Forty Under 40

To whom it may concern:

I write this letter of recommendation on behalf of Rudy Fors, a nominee for Forty Under 40 recognition. As U.S. Bank's Regional President for Central Iowa, I have known Rudy since he began working for U.S. Bank on December 13, 2010. He leads a team of Small Business Specialists and Business Banking Relationship Managers within our Des Moines metro market and offices in my same building in downtown Des Moines.

Rudy joined our organization as a Business Banking Relationship Manager and was promoted two years ago to a leadership role based on his success as an individual contributor and his selfless team work with others. In this role, he is responsible as the manager of six relationship management and business development professionals. His team is among the highest performing within all of U.S. Bank. Rudy has performed well over six years and has solidified his position on the Central Iowa team.

Rudy has several strengths. The one I appreciate most is his determination to succeed. Rudy is a driven individual who is resourceful in identifying opportunities for the bank and seeking out all available solutions for clients or prospects. He is not dissuaded by a lack of knowledge, adversity or initial rejection. He views those things as obstacles to be overcome as he moves toward his ultimate goal. Another strength is his willingness and ability to talk with most anyone. He can adapt his communication style as required by various situations.

I believe Rudy is worthy of your recognition as a rising leader in the Central Iowa area. He is bright, communicates clearly, considers alternate points of view, respects other's contributions and completes tasks as assigned.

Sincerely:

A handwritten signature in black ink that reads "Robert J. Weiss".

Robert J Weiss  
Regional President - Central Iowa