

January 12, 2017

40 Under 40 Review Committee  
Des Moines Business Publications  
100 4th St.  
Des Moines, IA 50309



Dear Review Committee,

It has been my honor and privilege to serve with Sara Jacobson as a member and volunteer of the Urbandale Chamber of Commerce. Sara has consistently shown leadership in her business. She is a member of the Chamber, along with GenYP. Within the Chamber, she is a Connector, which is the welcoming arm to the Urbandale Chamber. For the last two-years, Sara has earned Best in Class for retail during the Chamber's Sample Urbandale, A Celebration of Business event.

In addition, Sara gives back to the community. She has volunteered and held fundraisers for other members of the organization including the Lupus Foundation of America Iowa Chapter, Urbandale Food Pantry, Puppy Jake and American Diabetes Association. She is also an active volunteer with Dress for Success where she serves on the Board of Directors. In addition, she has helped with fundraising efforts for the Des Moines Symphony Club, St. Francis of Assisi, Animal Rescue League, Animal Lifeline of Iowa and was Woman of the Year with LLS.

Sara exemplifies professionalism and is talented in all aspects of her career the owner of Fusion. For all the reasons above, I believe Sara would be a perfect candidate to award 40 under 40.

Thank you for your time and consideration.

Best Regards,

*J. Menke*  
President

Urbandale Chamber of Commerce

2009 Recipient of the 40 Under 40 honor



**DRESS FOR SUCCESS®**  
DES MOINES

January 10, 2017

Business Record  
40 Under 40 Awards  
100 Fourth St.  
Des Moines, IA 50309

Dear Forty Under 40 Selection Committee,

Dress for Success Des Moines is honored to write a reference letter for Sara Jacobson for the Forty Under 40 recognition.

As a newer non-profit, Dress for Success Des Moines' mission is to empower women to achieve economic independence by providing a network of support, professional attire and development tools to help women thrive in work and in life. We are volunteer driven organization and rely on many talents of men and women in our community.

Sara has served as an active volunteer since 2012; a few things Sara has volunteered with us are: provides an off-site clothing drop at her location for our donors; Sara presents at our Going Places Network annual graduation; she plans and hosts many third party events: Siren in the City; partnering with Fusion's Annual Celebration; Sara is the Co-Chair for The Success Luncheon in 2016/2017 (which helped raise over \$30,000 in 2016); and is a current member of our Board.

Since meeting Sara in 2012 - she is a huge advocate for empowering women in our community. Not only is Sara active in Dress for Success Des Moines, but we know she is highly involved in other non-profits in the community: Animal Rescue League; Lupus Foundation and American Diabetes Association. Sara's mission is to help others in the community who are less fortunate.

Dress for Success Des Moines is pleased to support this nomination. We are thankful for all volunteers, and grateful to have Sara to make a difference to women of Central Iowa.

If you have any additional questions - please feel free to call me at 288-0130.

Sincerely,

Jody White  
Founding Partner, Executive Director  
Dress for Success Des Moines  
6000 Grand Ave  
Des Moines, IA 50312  
515-288-0130