

December 27, 2013

RE: Des Moines Forty under Forty Nominations

To Whom It May Concern;

This letter is in reference to Jeremy Boka, who has been nominated for Des Moines Forty under Forty. I have known Jeremy for almost 5 years and have worked closely with him on Altoona Palooza, a city event held each year in Altoona. Jeremy was one of the founders of Altoona Palooza, which started in 2010, after he and a group of individuals decided the city of Altoona needed to have a yearly event that everyone of all ages could come to and celebrate the end of summer. This entity evolved into a non-profit organization, with Jeremy on the Board of Directors as Co-Chair since it was formed. Each year, he works tirelessly to make sure Altoona Palooza runs smoothly and devotes hundreds of hours of his own time contacting vendors to negotiate pricing and securing contracts for the tents, bands, equipment and facilities needed to hold the event. His expertise in negotiating pricing and management skills has been a huge asset for this non-profit organization.

Jeremy was recently elected to the Altoona City Council and during his campaign, he spent many hours talking to residents, city officials and business owners to get their feedback on what they felt could help the city of Altoona grow and be more prosperous. He ran a very positive campaign, which can be hard to come across in today's world of negative campaigning. He did not go about this venture lightly and really took the time to learn about our city government and the structure so he could provide valuable input and guidance for the city's future. As a resident of Altoona, I feel very proud to have Jeremy as one of my elected officials.

In closing, I feel Jeremy would make an excellent candidate for the Des Moines Forty under Forty.

Sincerely,

A handwritten signature in cursive script that reads "Mary Simon".

Mary Simon
VP, Consumer Services Manager
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