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January 5, 2017

To Whom It May Concern:

I am writing to recommend Rachel Panzi as a recipient of the Forty Under 40 award. I had the pleasure of working directly with Rachel through the Junior League of Des Moines and her commitment to volunteering in the community was impressive.

Rachel served as the Gift Mart Marketing chair while I was chair of the fundraiser and she did an incredible job, increasing the overall attendance of the three-day event by 18% from the previous year. She enthusiastically broadened the marketing plan to include printed posters to be hung in businesses, radio spots on local stations, economically-priced postcards to be handed out at participating businesses and table tents in the food courts. These efforts brought in an additional $7,000 in ticket sales at the door.

Rachel went on to serve as the Retailer chair for Gift Mart, spending over 300 volunteer hours recruiting and securing vendors to purchase booth space and participate in the event, and served as Gift Mart chair in 2013-14, managing multiple committees to raise money for the Junior League of Des Moines to invest back into the community.

My appreciation and respect for Rachel stems from her willingness to do whatever was asked of her, demonstrated by annually exceeding the required volunteer service hours required through Junior League. She is reliable, creative, and financially conscious and as a leader she puts in the extra hours that are needed to make an event successful. And she does it all to better the community, never expecting to be recognized

Rachel Panzi is most deserving of being recognized as a Forty Under 40 recipient. If you have any questions, please feel free to contact me at the above address.

Sincerely,

Angie Lookingbill