December 29, 2016

To Whom It May Concern:

Rarely do you meet a person so exceptional that you know right away they are destined for great things but that was my experience with Brian Waller. I am pleased to enthusiastically recommend him for the Des Moines Business Record Forty Under 40 class of 2017. With his unparalleled passion for this community, he is an outstanding choice.

Brian and I met more than a decade ago when he joined the Science Center of Iowa’s special events team just before the opening of the new downtown facility. Brian is visionary, creative, fun-loving and smart and he saw how his contributions made a difference for his community. During his more than five years with SCI, Brian leveraged his passion for making connections and found every opportunity to celebrate the amazing people and projects in our state. His outreach efforts led to significant statewide networks which were a perfect platform for his next role with the state’s economic development team. In that position, he was able to share his passion for Iowa with others around the country. Today, as President of the Technology Association of Iowa, Brian leads a statewide, membership organization serving thousands of Iowans and making sure the state he loves is prepared to lead for the next generation.

Brian’s professional track is just one aspect of his passion and commitment to Iowa. Brian also gives of his personal time and talent to contribute to his community. Current involvement includes volunteering on the steering committee for central Iowa’s Regional Cultural Assessment. This project is an intense community engagement effort which will identify the most effective ways to leverage arts and culture to drive quality of life and economic development. He also envisioned, developed, fundraised for and deployed The Iowan Project, an interactive map celebrating the accomplishments of Iowans living all over the world. He writes poetry, plays music and is truly a lifelong-learner, always open to new adventures.

Brian’s character, commitment to community, passion for developing leaders and positive attitude have influenced my life and the lives of many others. He exemplifies everything Des Moines wants in leaders for our region. He works hard but joyfully. He is invested in the success of others as a measure of his own achievement. He believes in consensus as a pathway to action. He is creative, flexible, passionate and humble. He does not seek this honor lightly, but is more than worthy of the recognition.

Thank you for your consideration.

Best,



Sally Dix

Executive Director, Bravo Greater Des Moines