

GREATER DES MOINES CONVENTION AND VISITORS BUREAU
THE PARENT ORGANIZATION OF THE DES MOINES AREA SPORTS COMMISSION

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January 13, 2017

Forty Under 40 Committee
100 Fourth Street
Des Moines, IA 50309

Dear Forty Under 40 Committee:

It is a pleasure to share my support for Trina Flack as a candidate for Greater Des Moines and *Business Publications'* Forty Under 40 Award.

Trina has been an associate at the CVB since 2008. She was hired as a Sales Manager but then was quickly promoted, due to her exemplary work, to National Sales Manager. She is responsible for enormous increases in booking many new conventions to our area. With hotel growth throughout the metro and the new Hilton Convention Center Hotel opening early next year, Trina's strategic selling techniques and aggressive approach is vital to our visitor industry's success.

Trina is a true leader, innovator, multi-tasker and a great mother to three young children. She is also gifted with many leadership skills, confirmed by her peers as well as the involvement in her community. Trina served as President of the Iowa Society of Association Executives, is the current chair of the City of Ankeny Planning and Zoning Commission, and serves on the board and is a champion of food rescue for Eat Greater Des Moines. She was a leader in implementing the NEW Art Route for downtown Des Moines and has also played a role in getting this started in West Des Moines as well. In addition, she serves on multiple committees including programming for the Greater Des Moines Leadership Institute, Des Moines Water Trails and Greenways planning, and Rotary DMAM programming. Trina's involvement in these organizations highlights the drive and passion she has to make Greater Des Moines even greater!

I believe Trina Flack should be one of our Forty Under 40 leaders. She DOES make a huge difference in our community's many successes!

Thank you for your consideration.

Sincerely,



Greg Edwards
President & CEO





THE VOICE FOR CONNECTIVITY

January 12, 2017
Forty Under 40 Committee
100 Fourth Street
Des Moines, IA 50309

Dear "Forty Under 40" Selection Committee:

I am writing you to offer the strongest endorsement for Trina Flack to join our illustrious group of "Forty Under 40" recipients.

I have worked closely with Trina for several years while we served on the Board and Executive Committee of the Iowa Society of Association Executives. As she ascended through the chairs of the premier organization of association and hospitality professionals to become their Board President a couple of years ago, Trina demonstrated keen leadership and visionary capabilities and always showed grace under pressure.

I would like to highlight Trina's integrity, professionalism and character. In her role as a community volunteer and leader and in her professional role with the Des Moines CVB, Trina has made a very positive impact on making our community a better place. Trina is an accomplished promoter of greater Des Moines and always takes the strengths our community offers, and makes them look even better. She has been responsible for bringing a number of high-profile events to Des Moines, and I know that others admire her accomplishments. We need more people like Trina.

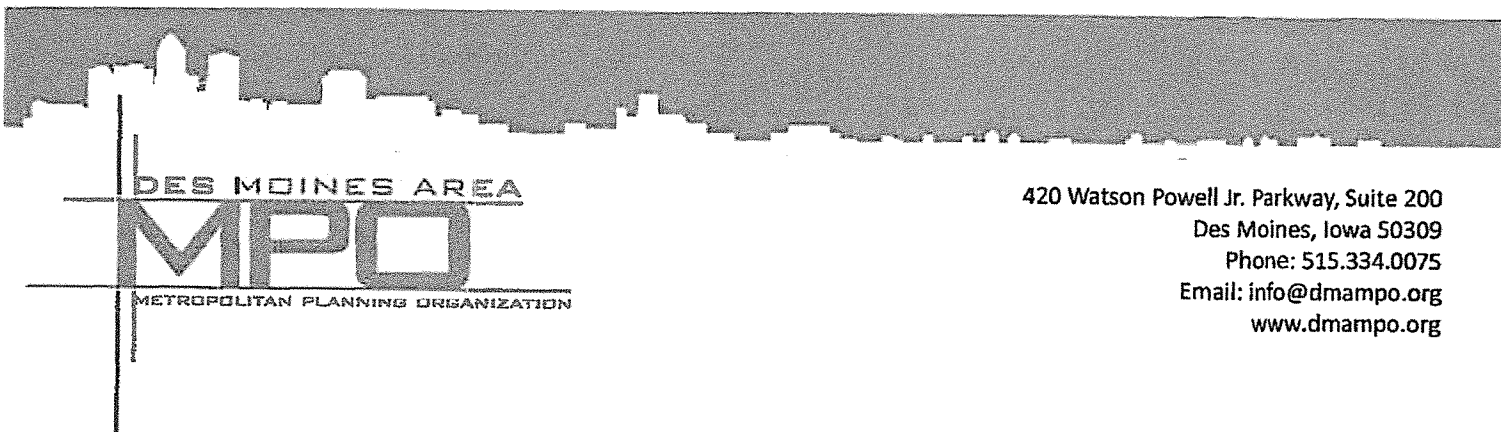
The strengths of the past winners of this prestigious award never cease to amaze me, and I will say that Trina certainly deserves to be recognized as an honoree in this group.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dave Duncan', written over a circular stamp.

Dave Duncan
CEO, Iowa Communications Alliance
"Forty Under 40" Class of 2002



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January 13, 2017

Re: Support for the nomination of Trina Flack for the 2017 Class of Forty Under 40

Dear Forty Under 40 Judges:

It is my pleasure to offer my wholehearted support for the nomination of Trina Flack for the 2017 Class of the Des Moines Business Record's Forty Under 40.

I have had the pleasure of working with Trina since I joined the Des Moines Area Metropolitan Planning Organization as the executive director in 2011. Trina helped me secure a large national conference of transportation executives to Des Moines, along with successfully negotiating several facets of various contracts. Trina has shown herself to be a highly competent professional in her field; demonstrating knack for creative problem solving, an interest in the individual and the ability to listen, critical thinking about the issues and the ability to solve challenges of putting together complex events and plans.

Trina is also a valued leader in the community. She is immediate past president of the Iowa Society of Association Executives, and is involved on the City of Ankeny Planning and Zoning Commission, FFA Enrichment Center Committee, Greater Des Moines Leadership Institute and Westwood Elementary PTO.

For these reasons, I believe Trina is deserving of the distinguished honor of being named to the 2017 Class of Forty Under 40. Thank you for your consideration.

Sincerely,

Todd Ashby, AICP
Executive Director

Altoona • Ankeny • Bondurant • Carlisle • Clive • Dallas County • Des Moines • DART
Grimes • Johnston • Mitchellville • Norwalk • Pleasant Hill • Polk City • Polk County
Urbandale • Warren County • Waukee • West Des Moines • Windsor Heights

January 11, 2017

Des Moines Business Record
100 – 4th Street
Des Moines, Iowa 50309

To the Forty Under Forty Nomination Committee:

It is with great pleasure that I write this letter recommending Trina Flack as a candidate for this year's Forty Under Forty selection.

Trina displays both the personal and professional qualities that I feel are requisite of someone to be considered for inclusion in the area's forty outstanding young individuals.

Trina brings to any meeting or conversation a welcoming smile and a positive can-do attitude. Whether she is interacting with someone on a personal or professional level, these qualities always shine through.

Professionally, Trina has served both her community and the area in several ways. Through the Ankeny Area Chamber of Commerce, Trina efficiently and effectively served the Chamber's members in many aspects, along with being an active recruiter of new members.

Trina plays a vital roll in Ankeny as an experienced and respected member of our Planning and Zoning Commission. Pressures experienced by someone serving on the Commission can be very taxing at times. Trina handles this pressure with the same positive attitude as her other encounters.

I think the region is better off with the commitment, skills and energy that Trina daily puts forth in her position at the Greater Des Moines Convention and Visitors Bureau.

I fully support and recommend Trina Flack as a member of your Forty Under Forty class for this year.

A handwritten signature in black ink, appearing to read "Gary Lorenz". The signature is fluid and cursive, with the first name "Gary" being more prominent than the last name "Lorenz".

Gary Lorenz
Mayor, City of Ankeny