January 12, 2017

Dear 40 Under 40 Selection Committee,

Thank you for giving strong consideration to Carl Wertzberger, managing partner at Gilroy’s Kitchen + Pub + Patio in West Des Moines, for 40 Under 40 Honors. He would be an excellent choice for this select group of emerging leaders in our community.

Carl is already a leader in his business, as well as the city’s hospitality industry as a whole. He is quick to step up when the industry needs a spokesperson on sensitive and/or important topics with media, city officials, state legislators and federal lawmakers. I have called upon Carl on multiple occasions to reach out to lawmakers and share his first hand experiences as an employer, business person, mentor and industry professional. He needs little coaching—he understands the issues and can easily share examples of how regulations and legislation might impact his business and team.

Carl is also quick to serve in volunteer leadership roles. He served two terms on the Board of Directors of the Iowa Restaurant Association and was instrumental in helping reshape the Association into an organization that was more mission-focused, nimbler, and relevant. He was part of the team that selected a new Executive Director and then helped reconstruct the Association’s by-laws—ultimately sizing down the Association’s Board of Directors and redirecting the emphasis of the organization’s activities toward a more intentional advocacy organization.

In fact Carl’s work for the Association and the industry were one of the key reasons he was selected as the Association’s first recipient of the Emerging Restaurant Leader Award. He has also leveraged his Board leadership skills for other groups and organizations, recently serving in the role of Chairman of the Court Ave. District Association and even more recently spearheading the development of a West Des Moines Restaurant Council.

Carl has been a central part of trying to revive the area in which Gilroy’s is located. He is literally and figuratively the face of a Gilroy’s in West Des Moines—where his engaging smile and distinct red hair can be found daily in the restaurant, as well on the label of their famous Ginger Beer.

The restaurant industry is a place where young entrepreneurs can chase their dreams and thrive at an early age—Carl has done both. He is a successful business person, community leader, and family man. He is an excellent example of a balanced, young professional.

If you have any questions on Carl’s qualifications, please don’t’ hesitate to contact me at 515-344-6300.

Cordially,

Jessica Dunker

President and CEO

Iowa Restaurant Association