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Business Record
100 4th Street
Des Moines, IA 50309

ATTN: Selection Committee

I am writing this letter to nominate Mia Allen, Vice President of Rose Pallet, to be recognized as one of the Forty Under 40 by Business Record in coordination with sponsors University of Iowa Tippie School of Management, Merit Resources, Sheraton West Des Moines, NCMIC, and I Have a Dream. I have worked for Mia at Rose Pallet for the past year and have known her personally for over 20 years. It has been an absolute pleasure both working for and learning directly from her.

Mia has established herself as a leading expert in an industry that does not traditionally have a large female presence. Anyone that meets her will quickly realize why she has earned her exemplary status. Through creating great relationships with both her customers and vendors, Mia has the unique ability to both demonstrate and prove to her customers that they can trust her with their logistical needs. Her philosophy extends directly from providing outstanding customer service, something that many professionals will talk about but few can actually explain. Any customer of Mia's will tell you that every correspondence to her is responded in 30 minutes or less, that their delivery requests are almost always met and when they are not, a satisfactory solution has always been provided, and that Mia truly internalizes their needs as her own in order to help them accomplish all of their goals. The unique combination of this philosophy and 16+ years of consistently remarkable service are what separate Mia Allen as an outstanding leader in our industry.

Mia also dedicates her talents in a variety of other ways. She is an active member of her church, Christ Lutheran in Orland Park as well as volunteers her time at Ronald McDonald House, The Bridge Teen Center and Cancer Support Center where Rose Pallet participated in a 5k Run/Walk. She is a Vistage Member, a Peer-to-peer membership organization for CEOs, business owners and executives of small- to mid-size businesses, and a Lifetime Member of the Worldwide Who's Who.

It is because of these reasons and many more that I am honored to nominate Mia Allen for this recognition.

Thanks,

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Quality, Service and Dependability are not expensive, they are priceless