

January 7, 2014

Business Record
The Depot at 4th
100 4th Street
Des Moines, Iowa 50309

Dear friends:

Today I write to you to nominate Eric Olmscheid to your "40 under 40" class for 2014. Mr. Olmscheid has been a member of our team at Des Moines Performing Arts since 2008 when we recruited him from the Ordway Center in St. Paul to be our Education Manager. In a short amount of time, Mr. Olmscheid transformed our education program into one of the largest of its type in the country, annually serving over 50,000 students and teachers from over 45 Iowa counties. While the core of the program continues to be the presenting of national touring acts for children during school time, the program also includes in-school workshops and professional development for teachers in partnership with the Kennedy Center in Washington, DC.

In 2011, we promoted Eric to his current position of director of programming and education. In this new role Eric oversees the education team, and is also responsible for programming five of the live performance series that are presented annually by Des Moines Performing Arts. Those series include: The Dance Series, the Wellmark Blue Cross Blue Shield Family Series, the Prairie Meadows Temple Comedy Series, the Live at the Temple music series, and Lunch Unplugged. And he was the driving force behind the creation of the Iowa High School Musical Theater Awards program that was first presented by DMPA in June 2012.

In addition, Mr. Olmscheid is very active in leadership positions within national and regional trade associations. He serves on the Education & Community Engagement Committee of The Broadway League, the trade association for Broadway Theater in New York and across America, and has served as a moderator and leader of the national education forum. And he has served as Vice Chair of the Iowa Presenters Network. At the local level, he is currently the president of the board of the Des Moines Gay Men's Chorus and is active in the New Leaders Council and other organizations.

Mr. Olmscheid is a dynamic and very energetic leader. Professionally, he has become a national leader in the world of presenting the performing arts, and in the world of performing arts education. And from the time he moved to Des Moines, he has immersed himself into the community as a participant and an advocate for many local organizations.

I am pleased to nominate Mr. Olmscheid for the 2014 class of 40 under 40, and appreciate your consideration.

Very truly yours,



Jeff Chelesvig
President/CEO