

October 16, 2017

Des Moines Business Record  
c/o Jason Swanson  
100 4th Street  
Des Moines, Iowa 50309

Dear Jason and Review Committee:

This is a Letter of Recommendation on behalf of **Sarah Dornink**, Owner of Dornink Couture for the "Forty Under 40". I met Sarah in 2011 through the Bridal industry. Sarah is a person who is deeply committed to nonprofits as well as entrepreneurship in Des Moines.

The ChildServe Bubble Ball's inaugural fundraising event was seven years ago. That year Sarah created a wedding gown from bubble wrap. Since then, her role has increased to the point where she now coordinates models, plans and executes the runway show, and still has time to create a handful of designs. She donates hundreds of hours and pours herself into this show to make it a success. I believe this year the event surpassed the \$1 million mark in dollars raised since its inception.

Professionally, she and her mother opened the Dornink storefront in 2008, when the country was in a fiscal crisis. Not only did they survive, they continue to thrive. They've done this by sticking to their core value which is "to flatter all that is feminine" but also by embracing change as needs dictate. Sarah's dream was to sell her own designs as well as a small selection of handpicked lines. She also offers custom design and alterations.

Their dedication to excellence is unmatched in the city and Sarah continues to look forward to the next step. To do all of this while keeping a household running with two girls and her husband - speaks volumes about her drive.

I hope that you consider this recommendation letter for an award.

Sincerely,

Christina Moffatt  
Director of Small Business Resources and Founder, Crème Cupcake + Dessert