

Jason Swanson  
Business Record  
The Depot at 4th  
100 4th Street  
Des Moines, IA 50309

Dear Jason,

I am pleased to add a letter of support for Matt Coen for the Business Record's Forty Under 40 class of 2018.

I have known Matt for a number of years, first as a volunteer for the "Ingersoll Live" event when Matt was Chairman. I was impressed then with his enthusiasm and passion for creating an event that was to stimulate community involvement for Restoration Ingersoll. "Ingersoll Live" continues today as a signature event for the Avenues-Ingersoll & Grand. Matt continues to serve on the board of the Avenues of which I am a member. He has helped guide the launch of the The Avenues new branding initiative as well as promoting public art initiative. Matt takes on responsibility and works tirelessly to promote and revitalize the Ingersoll and Grand corridor.

My second opportunity to work with Matt was as a member of the Ingersoll/Grand SSMID District of which he is currently serving as Director/Committee Chair. I am greatly impressed with Matt's leadership skills and willingness to take on roles of responsibility. Matt is actively involved with community and professional organizations and currently serves as the president of the Des Moines West Side Chamber.

As with everything he takes on, Matt would be a strong contributor to the Forty Under 40 Class of 2018. Thank you for your consideration.

Sincerely, Janis Ruan