

To Whom This May Concern:
From Marsha Steele
Regarding Cassie Sampson's application for 40 Under 40

Cassie and I met more than 10 years ago in the East Village -- she opened East Village Day Spa and was a spark in the young neighborhood. We both were elected to the East Village Neighborhood Association board as well as officers. Cassie brought youth, her constant "can do" attitude and technology to the job of Secretary. More importantly she was often the last voice in the room before a vote---her reasoning and thoughtful explanation about the issue often brought 'opposite sides' together. She was always a voice of conviction while acknowledging multiple disparate viewpoints. I marvel at her ability to bring people together.

The neighborhood board was challenged with no incoming revenue so the Gala fundraiser was born. The effort and planning were massive; Cassie managed the collection of donated auction items (90 plus), their presentation and coordinated the volunteer staff who handled the money at the end of the evening. The net proceeds to the treasury were \$34,000 and \$41,000 the first two years. That seed money sustained the board's growth for several years.

For eight years Cassie has co-chaired the signature East Village event - Holiday Promenade. She perfected it to a (very successful) science --- with horse & carriage, carolers, ballet performances, Santa, information centers and thousands in attendance.

I know Cassie to be completely engaged in whatever endeavor she takes on; to fully participate -- in discussion, work assignments (including 'grunt' work), always meeting deadlines. She's well prepared and asks the questions others think about but don't. She brings her sense of humor and a ready laugh -- both great ice breakers -- to any situation. She's passionate about running a professional business that delivers quality services and offers her employees opportunities. Participating in 40 Under 40 is a goal she would like to accomplish...learning as she engages in the process.

I highly recommend Cassie and hope that you'll discover her talents, as I do.

Marsha Steele
Owner, FoundThings