

January 11, 2018

Michelle Book
2935 Sioux Court
Des Moines, Iowa 50321

Forty Under Forty Committee
Business Publications Corporation
100 SW 4th Street
Des Moines, IA 50309

Dear Committee,

I came to know Belle Du Chene a few years ago when she moved to Des Moines to further her career. And I have been impressed by Belle's determination, career drive, and desire to give back to the community she loves.

Belle has thoughtfully curated her work experience to ensure her success as a well-rounded public relations professional. With each career move, Belle gained valuable experience and honed her skills in a different aspect of the business. This effort notably culminated in the most successful Des Moines Arts Festival to date.

Belle was the sole publicist for our community's nationally acclaimed art festival. She played a critical role on the leadership team which produced a knock out festival. Her work garnered publicity valued in the millions of dollars, reached thousands of Iowans, and resulted in several awards. Belle was able to accomplish these lofty goals due to her focus on professionalism and love of community.

In a few short years in Des Moines, Belle has worked as hard to support community events and non profit organizations as many long time established community volunteers. Belle has lent her talents to numerous important community efforts benefitting the Des Moines Art Center, the Downtown Chamber, ChildServe, and Variety. She has clearly demonstrated a love of community and her desire to give back.

Please give serious consideration to awarding Belle the distinguished Forty Under Forty designation. I value her strong work ethic, boldness and tenacity. Belle is on a trajectory to do great things. She will continue to contribute significantly in the Des Moines community and will be a strong community leader in the years ahead.

Sincerely,

Michelle Book



Des Moines Downtown Chamber

301 Grand Avenue
Des Moines, IA 50309
(515) 309-3229
www.DTchamber.com

January 2, 2018

Dear Forty Under 40 Selection Committee:

Belle Du Chene has been a wonderful addition to our volunteer base since 2016. When working with Visionary Services, Belle attended Downtown Chamber programs and represented the company professionally. It was not long before we asked her to sit on our Marketing Committee, and her enthusiasm and high attention to strategy and detail elevated her to a Co-Chair position. In this role, Belle assists the committee Chair, who sits on the Chamber's Board of Directors, and who's responsible for ensuring the strategic plan is connected to the work of this committee. Belle's personality and experience marries well to our volunteers' bold, progressive attitude toward making the Downtown Chamber cool, relevant, and attractive.

I'm especially grateful for Belle's time. She is busy with her own company, ISM Public Relations, yet with all that is going on in her personal and professional world, Belle is 100% present in every meeting she attends. This is a rare attribute in today's connected society. I can depend on Belle for thoughtful feedback and contributions to ideas, and her editing skills are frustratingly good. Just when you think you found everything, guess again!

This year, the Downtown chamber was recognized at the Association of Chamber of Commerce Executives (ACCE) national conference as a Chamber of the Year finalist, which included a long application. Belle's edits turned it into a story, with videos, photos, and other attractive qualities that were noticed by the judges. Belle also participated as a mock judge in our preparation for the formal in-person interview component. Implementing her advice made us standout candidates!

Belle Du Chene has a special touch. Her community involvement, professional trajectory, and personality all lend to someone I recommend to be considered for this year's Forty Under 40.

Sincerely,

Jennifer Chittenden

Jennifer Chittenden
Executive Director,
Des Moines Downtown Chamber of Commerce
Forty Under 40 Class of 2014