

IOWA ARTS
COUNCIL

PRODUCE
IOWA

STATE HISTORICAL
SOCIETY OF IOWA

STATE HISTORICAL
MUSEUM OF IOWA

STATE HISTORICAL
LIBRARY & ARCHIVES

STATE HISTORIC SITES

STATE HISTORIC
PRESERVATION
OFFICE OF IOWA

IOWA HISTORICAL
FOUNDATION

Jan. 1, 2018

To the 40 Under 40 selection committee:

I'm sure you have a stack of impressive nominations for this year's 40 Under 40 Awards, but you can save yourselves some time and put Peri Montufar's nomination right on top. Her contributions to the Iowa Department of Cultural Affairs and, in turn, the people of Iowa deserve special recognition.

In her role as the department's facility rentals and events coordinator at the State Historical Museum, Peri serves as the ringmaster of a three-ring circus, overseeing corporate conferences, cocktail parties and weddings often over the course of a single week or weekend. She works with museum staffers, Café Baratta's caterers, state troopers, audio-visual contractors, decorators and many others to make sure our clients feel welcome. She pays attention to even the smallest details, and let me tell you: When she pulls out her magic to-do binder, we all breathe a sigh of relief. We know everything will run smoothly when Peri is in charge.

But what really sets her apart is her ability to find better ways to do things – to raise more money, to spend less, to streamline procedures, to make a bigger impact and, ultimately, to reach more people in memorable and meaningful ways. I've been so impressed with her efforts to stretch the status quo, especially her recent work with the Metro Planning Organization to offer a new lecture series for the upcoming year. Peri came up with the idea and, through her extensive connections, recruited just the right people to make it happen.

She also is the guiding force behind the department's annual Celebrate Iowa Gala, which this year attracted more than 500 guests (including the astronaut Peggy Whitson) and helped raise more than \$100,000 for State Historical Society programs and exhibits. Peri could have just repeated the plan from the previous year but instead rallied the team to come up with fresh ideas – for music, food, décor and more.

On a more personal note, Peri is both highly effective and fun to work with – a terrific combination.

I cannot recommend her highly enough for a 40 Under 40 Award and encourage you to give her nomination serious consideration.

Sincerely,

Michael Morain
Communications Manager
Iowa Department of Cultural Affairs