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To Whom it May Concern,

I am writing this recommendation for Jake Joseph for the 2018 40 under 40. Jake currently holds the esteemed position of President at Joseph's Jewelers. As most people know, Josephs is one of the oldest business in Des Moines withstanding almost 150 years of business. Jake at the helm continues to make great strides at making Josephs a true community involved business. It is very common for Jake and the company to be invested in community fundraiser and galas, along with donating merchandise to be auctioned off for the betterment of Des Moines. This community focus is also echoed in his civic leadership. Involvement has included but is not limited to: Past chair of the Better Business Bureau, and past Chair of the Retail Jeweler's Research Group. Jake has also been a volunteer leader of his children's small group bible studies and served on a few sub committees in town, including a committee to help establish art along bike trails in West Des Moines.

At 35 young years of age Jake has become not just a leader, but an industry expert as a certified Gemologist Appraiser through the American Gem Society. Jake is also a Graduate Gemologist through the Gemological Institute of America. My first interactions with Jake took place when we were both 14 and working at Dahl's Grocery. Jake is now a proud Iowa alum, father to 5 great kids and one amazing wife of 12 years (Erin). Jakes forward thinking and leadership has been the driving factor in creation of the Josephs warranty program on their merchandise and cultural change to reduce internal conflict.

With the highest regard I implore you to consider Jake as a member of the 2018 40 under 40.

Best regards,

Cole Scott
FuseBox One