

January 9, 2014

Des Moines Business Record

ATIENTION: Josh Fleming

The Depot at Fourth

100 4th St., Des Moines IA. 50309

To Whom It May Concern:

I wanted to take this opportunity to recommend Kelly Moore from Kelly Moore Consulting for

your consideration to the "40 Under 40". I have had the pleasure of working with Kelly and her

company as a customer for some time. Kelly is as strong a professional partner as we have ever

had from a marketing perspective, and is continually improving our capabilities to reach out to

our constituents, our audience, and even the national media.

Kelly has, through her work, been able to provide an audience to our voice where we have not

been able to get one before. Her work has achieved more results for us than any individual

agency has, and as a company we rely heavily on her to guide us through very tough public

relations decisions. I've had the pleasure of being featured on the cover of your publication and

my wife was a member of the "40 Under 40" class in Omaha years ago, as selected by the *World*

*Herald* at the time. I understand the criteria needed to be selected, as well as the care needed

to select the right individuals. I can tell you definitively that in my opinion Kelly is more than

capable of representing this year's class in a way that would make the *Business Record* proud to

have selected her. She represents the best parts of our young professionals and will be a beacon

in our business community.

I appreciate the consideration and as always *The Business Record's* contribution to our

wonderful city.

Respectfully yours

**Dan** Kramer 1 *Senior Vice President*

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