December 11, 2018

Forty Under 40 Committee

100 Fourth Street

Des Moines, IA 50309

Dear Forty Under 40 Committee:

It is a pleasure to share my support for Jennifer (Jen) Cross as a candidate for the 2019 *Business Record* Forty Under 40 Award.

Jen has been an associate at Catch Des Moines since 2014. She was hired as a Partnership Manager but was promoted, due to her exemplary work and success in revenue generation, to Director of Development & Partnerships earlier this year. She is responsible for enormous increases in our partnership (private sector) funding. She has increased our partnership revenues by over 16%. These are new dollars that enable us to grow our marketing efforts and execute on our vision of increasing visitors to the metro.

Jen’s strategic selling techniques and ambitious approach is vital to our tourism success. Jen is also working with me to lead the recent implementation of our Corporate Investment Campaign, which helps us bring in high-profile conventions and events to the metro area. The relationships she has created and cultivated in Greater Des Moines have contributed greatly to the overall success of our organization.

Jen is a true leader, team player, innovator, and multi-tasker who loves to volunteer in our community. Jen currently serves on the John Stoddard Cancer Center Advisory Board, Rally Against Cancer Committee Member, Big Brothers Big Sisters Big Duo, Winefest Grand Cru, St. Ambrose University Alumni Communications Council and is a spin coach at CampusCycle in Ankeny. Jen is also a member of the Greater Des Moines Leadership Institute Community Leadership Program Class of 2019. Jen’s involvement in these organizations highlights the drive and passion she has to make Greater Des Moines even greater!

I believe Jen Cross should be one of our Forty Under 40. She makes a huge difference in our community’s collective success!

Thank you for your consideration.

Sincerely,

Greg Edwards

President & CEO

Greater Des Moines Convention & Visitors Bureau

Des Moines Area Sports Commission