

*Michelle L Book  
2935 Sioux Court  
Des Moines, Iowa 50321*

January 7, 2019

Re: Whitney Warne Nomination for Forty Under Forty

Dear Forty Under Forty Committee:

Although well established in New York after attaining her Master of Imaging Arts at the Rochester Institute of Technology, Whitney made the courageous decision in 2015 to return home to realize her business dreams. Born, raised, and educated in Iowa, she had an appreciation for the revitalization taking place in and around Des Moines and desired a role in helping to shape the future.

Quickly establishing herself as a successful entrepreneur, Whitney built her business upon a solid foundation of personal authenticity, giving back to the community and empowerment of others. Those present at the annual Dress for Success luncheon responded to her keynote address Showing Up with Authenticity with a rare standing ovation. Support for community is baked into her business plan because she knows one is not successful without the other. And anyone who has been photographed by Whitney will attest to an uplifting experience, as well as gorgeous photos. She brings an uncommon energy to everything she does.

Whitney personifies the key attributes of a successful civic leader and business owner: inclusiveness, resiliency, authenticity, and fearlessness. She does not hesitate to nurture a small grain of an idea into a powerful business initiative - always believing there is no time like the present. Whitney seizes the day and takes risks, without fear of failure and without a corporate safety net. And as she does, she engages others and gives back to the community.

Forty Under Forty is a wonderful honor. I have written several letters of support and many notes of congratulations over the years. However, year after year, I wonder why I don't see more entrepreneurs selected. Here's your chance. Whitney Warne is deserving of this honor. Thank you for consideration of her nomination.

Sincerely,

A handwritten signature in black ink, reading "Michelle Book". The signature is fluid and cursive, with a large, sweeping initial "M".

Michelle Book

Ps. Whitney will celebrate her 32<sup>nd</sup> birthday on February 19, 2019. She is single, with no children, and one part time dog named Winston.