



Bankers Trust.

453 7th Street
Des Moines, IA 50309

December 10, 2018

Forty Under 40 Selection Committee:

Please accept this letter as my highest endorsement of Whitney Warne for the 2019 Forty Under 40 class. She is a young female business owner who has already contributed significantly to the Central Iowa community.

I've known Whitney since she moved back to Des Moines in 2015. What impressed me most about her at that time was the way she connected to others quickly in order to build her network and start her own business – Ivory House Photography. In her first few months she captured photos of some of the most prominent leaders in our community.

Since then, I have worked with her both personally and professionally. She has done numerous photo shoots for Bankers Trust, including all of the photography for our "Stories of Trust" ad series that ran as part of the bank's centennial year. She has also taken photos of our most senior leaders, at several events, and for our annual report. Personally, she has taken my business headshots and family photos. I would place her right up there with the best in Des Moines when it comes to her high-caliber work.

In the last year, she started two additional businesses, Brand Launch and The Hummingbird Project, both of which are taking off. She is a creative and innovative female entrepreneur dedicated to building her career in Des Moines. Whitney also is dedicated to boosting the careers of other young female entrepreneurs.

In the community, Whitney gives back in many ways. Some of the most visible are through her memberships in Young Professionals Connection, Art Noir, Des Moines Chamber of Commerce, FemCity Des Moines, Junior League DSM, Food Bank of Iowa's Smoke Out Hunger event committee, and more. But Whitney also gives back in unique ways, including a campaign she created called Ivory House Eliminates Litter where she donated hour-long photo shoots to anyone who picked up a large bag of litter. She enhanced this campaign with her own litter cleanup and clever social media campaign to promote the effort. Similarly, she created an Empowerment Campaign, where people nominated impactful women to be recognized with an empowering photo session.

Several times each year, Whitney hosts special pop-up photo shoot events where she donates the profits back to community organizations, such as Planned Parenthood and Food Bank of Iowa. She also has donated auction items to help at fundraisers for On With Life, Junior League, Blank Children's Hospital, YPC, Variety, AHeinz 57 Pet Rescue and Transport, Young Variety and Count the Kicks.

With confidence, I know that Whitney will continue diving in and giving her all to our region. She brings positive energy to everything she does and will continue using her talent to build Ivory House into a well-known and well-respected Iowa brand.

Sincerely,

Emily Abbas

Chief Marketing Officer