

January 10, 2019

Dear Forty Under 40 Selection Committee:

I am writing to support the nomination of Belle Du Chene for the 20<sup>th</sup> Annual Forty Under 40 Class. It is my great honor and privilege to do so.

Forty Under 40 candidates are judged on both professional accomplishments and community involvement. I have had the honor of working with Belle both professionally and through her involvement with various community organizations and events.

On first meeting Belle I was quickly impressed by her vast knowledge in marketing strategy. As Chair of the Downtown Chamber Marketing Committee I recruited Belle to the committee in 2017 and she made an immediate and positive impact to every facet of the organizations marketing strategy. Belle took the lead in putting together our National ACCE Chamber of the Year application and brought that critical voice to the process. It was that voice that gave the application what it needed for our selection as a finalist. Belle went on to coach the Downtown Chamber staff and Board representative during mock interviews so they were prepared and confident. Belle was instrumental in our selection as the ACCE Chamber of the Year National Runner Up last year and the ACCE Chamber of the Year in 2018. Through her role at Visionary, Belle was also amazing to work with when the Downtown Chamber was soliciting bids from local firms for its marketing needs. She was one of the few people that took time to understand our needs and guide us through the process of creating a collaborative vision.

Belle has led by being one of the finest examples of a true professional in the field of Marketing, PR and Media. Her Facebook group of professionals related to the aforementioned fields provides a collaborative atmosphere for professionals in the field to share successes, find resources and collaborate. Belle is well respected in the community as being a true leader in the profession.

I was fortunate to emcee the Big Hair Ball in 2017 when Belle chaired the Event to support the Des Moines Art Center. I have emceed multiple local events for both private corporations and non-profits, but this event was fun to be a part of from the very start thanks to Belle's leadership. Belle was organized, engaged and made the event a stress-free process which was instrumental in creating an atmosphere of fun for all in attendance. Belle's attention to detail, excellent communication and careful organization made this a night to remember. It was amazing to be amidst the chaos behind the runway curtains and watch Belle seamlessly deal with salon owners, models (some divas), DJ's, hair stylists, makeup artists and venue staff to put on a successful show. It was like watching a master at work; cool, calm and truly in her element. Her poise and confidence was what got a lot of others in the right mindset to put on a great event.

True leaders are those who inspire others to be best versions of themselves. For the personal examples above and the other numerous achievements listed on Belle's resume it is easy to see that Belle exemplifies exemplary leadership. Belle inspires me. That is why I am excited and honored to write this recommendation to help Belle Du Chene to be recognized for her contributions to the Des Moines community. Thank you for considering her for the 20<sup>th</sup> Annual Forty Under 40 Class.

Sincerely,

Sid Juwarker  
Downtown Chamber - Marketing Committee Chair