

January 11, 2019

RE: 40 Under 40 Nominations for 2019

To Whom It May Concern:

Please let this letter serve as my recommendation for Ben Lochard's nomination for the 40 Under 40 Class of 2019.

We have had the pleasure of working with Ben for the last several years for photography services for our *Welcome Home Des Moines* and *BUILD Des Moines* publications, as well as for other marketing clients. Ben brings a wealth of technical skills and diverse expertise to our team of professionals. His creative eye and sense of detail help us tell the unique stories in both magazines. He has continued to prove himself a talented photographer, adapting to every situation and setting flawlessly.

More importantly, his positive attitude and spectacular people skills make it wonderful for us to work with him. He always has a positive attitude and a smile on his face, ready for the next assignment. But one of his best skills is that he makes our clients so comfortable and instantly at ease. He listens and is genuinely interested in people, communicating so well with everyone and allowing it to be a fun and natural event.

We are proud to have Ben on our team and we are even prouder to endorse his nomination for the 40 Under 40 Class of 2019. We hope you will give him your fullest consideration.

Sincerely,

A handwritten signature in black ink that reads "Sherry". The signature is stylized with a large, sweeping "S" and a long, horizontal stroke extending from the end of the word.

Sherry Failor, President  
Home Productions, LLC