



Performance Management Group, LLC

Keynotes · Seminars · Consulting

650 S. Prairie View Drive, Suite 125
West Des Moines, Iowa 50266

January 6, 2014

Forty Under 40 Selection Committee
Business Publications - Des Moines Business Record
100 Fourth Street
Des Moines, IA 50309

Dear Sir or Madam:

It is my pleasure to offer a letter of recommendation in support of Drew Harden's inclusion in *The Des Moines Business Record's* 2014 Forty Under 40 class. I have known Drew for a dozen or more years and have been quite impressed with both his personal and professional growth and accomplishments. As you would be aware he and another individual cofounded Blue Compass Interactive, one of the shining examples of start-ups in Central Iowa. Blue Compass has not only grown in revenue and employees, but has been recognized as one of the most innovative web design organizations in our area.

I have also had the opportunity to observe Drew in his efforts to give back to the community. Most notably, I have been involved with Drew through work in our church where he has served as deacon for six years, this year being his second term as chair. He has also been involved in outreach trips to Crow Creek, South Dakota and Mexico. All of this is in addition to his normal community involvement.

In summary, I believe Drew would make an excellent addition to the Forty Under 40 Class of 2014. I am pleased to give him my full recommendation.

Sincerely,

A handwritten signature in black ink that reads 'J. Barry Griswell'. The signature is written in a cursive, flowing style with a large, prominent 'J' and 'G'.

J. Barry Griswell

January 7, 2014

To Whom It May Concern:

I am very pleased to recommend Drew Harden for *The Des Moines Business Record's* annual **Forty Under 40** class of 2014. I have had the privilege of knowing Drew for the last six years through our affiliation at Ashworth Road Baptist Church. For the last two years, I have served as Drew's pastor and have had the opportunity to work closely with him on various projects within the church.

Since meeting Drew many years ago, Drew has always been a leader within our church. He is always willing to donate time, energy, and resources to many projects we pursue. For the last three years, Drew has served as a Deacon within the church, served on the church Leadership Council, and this past year was the Chairman of the Leadership Council. Drew's passion for the church and his vision for the future have been an indispensable part of our success and growth over the last twelve months. Whether it is preparing for or cleaning up after an event, leading a small group or Sunday school class, Drew is always willing to do whatever is necessary to bring excellence to the event and serve however can.

Drew is a man of honor and a great husband and father. He is dependable and has a great work ethic. Others within our organization look up to Drew and view him as a leader. His age has never been an issue because of his maturity. Drew is a forward thinker, always looking to the future to better his company, our church, and just about anything else he is associated with.

Based on the reasons provided above, I enthusiastically recommend Drew Harden for the 2014 **Forty Under 40**.

Sincerely,

Brent A. Clark
Lead Pastor



January 6, 2013

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Members of the Selection Committee:

I would like to formally recommend Drew Harden for the Business Record's 2014 Class of Forty Under 40. I've had the opportunity to work closely with Drew since November 2009 when UnityPoint Health – Des Moines partnered with Blue Compass to redesign and manage our websites and social media activities. During this time, I have found Drew to be a smart businessman and entrepreneur.

In our work with Blue Compass, Drew has led efforts to create a powerful design for our website while upgrading our technology so that visitors could do so much more online than just read about our programs and services. Our new site actually meets their needs and has resulted in increased web traffic and overall satisfaction of our customers visiting our site. Drew was always accessible if I needed to ask questions, get clarification or discuss a concern. I knew I could trust him with an honest answer and well-thoughtout opinion.

A little over a year ago, Blue Compass was awarded the web business for the entire UnityPoint Health system. This was a huge feat as they were competing with national web firms. Drew led this effort to demonstrate to our system marketing team that Blue Compass had the depth of knowledge and resources necessary to help us launch our new name online and through new websites for each of our 11 affiliates.

Drew is extremely talented having founded Blue Compass at a young age and growing it to where the company is today. I am impressed by his intelligence, business-savvy and dedication to his clients and his employees. More importantly, I am impressed by Drew's integrity and character. He can be trusted to keep his word and constantly leads by example. Drew is actively involved with his church, Ashworth Road Baptist Church. Currently, he is the Deacon chairman. He has taught high school and junior high Sunday school for more than 10 years and is presently leading a small group Bible study. Drew is also actively involved in missions and mission trips through his church. He has been to Crow Creek, South Dakota and Zacatecas, Mexico. His work in Mexico included helping to build latrines for a town that had no bathrooms. The work done on this mission trip helped end an epidemic of Hepatitis A for that town.

I strongly recommend Drew for the 2014 Class of Forty Under 40. I believe he is very deserving of this recognition.

Thank you for your consideration,

Jennifer McDonald Perry
"2011 Class of Forty Under 40"
Regional Marketing Director
UnityPoint Health