

January 8, 2014

Dear Forty Under 40 Selection Committee:

As you undertake the difficult task of selecting just 40 of the metro's brightest young achievers, I highly recommend Brett Adams be among your final choices.

My business partner, Todd Senne, and I recently invited Brett to join Trilix's ownership group after 10 years of watching him accomplish all we asked of him and more. His uncanny knack for uncovering ways to move both his clients and Trilix forward has helped the agency grow by leaps and bounds. When we purchased Porter & Associates, where Brett was acting as director of internal operations, he was one of just a few people that we instantly knew we wanted on the Trilix team. And a decade later, it's clear we made a very smart decision. Brett's dedication and loyalty are rare in an industry where savvy young professionals are known to move rapidly from job to job to further their careers. He is as invested in Trilix as we are, and we feel fortunate to count him as a partner.

Brett's willingness to go the extra mile, be available night and day to brainstorm ideas or fix a problem and always look for new and better ways of doing things make him a favorite among our clients. He's patient, yet persistent, and always keeps his eye on the end goal, which is helping clients achieve their business objectives.

He's helped implement countless strategic marketing initiatives for clients such as Stine Seed Company, LendTrade, Iowa Heart Center and Vein Center at Iowa Heart, Greater Des Moines Visitors & Convention Bureau, MS Technologies, Riverside Casino & Golf Resort and more, and those efforts have been rewarded many times with local and national awards from professional marketing organizations. And, when it comes to pitching new business, Brett is often the strategic mind leading the effort.

Despite his demanding work schedule, Brett also makes time for community involvement, including serving on the board of Youth Homes of Mid-America and coaching and mentoring kids through Ankeny youth sports programs. With four children of his own, he knows how important it is to teach kids teamwork, responsibility and sportsmanship at a young age, and he also understands the lifelong benefits of engaging kids in sports and physical activity to promote healthy lifestyles.

A lifelong Ankeny resident, Brett has close ties to this community. He grew up here, went to college in nearby Indianola and is now raising his family here while helping Iowa business thrive through smart marketing. He's definitely worthy of your consideration for inclusion in the 2014 class of Forty Under 40.

Sincerely,



Ron Maahs
CEO, Trilix

GREATER DES MOINES CONVENTION AND VISITORS BUREAU
THE PARENT ORGANIZATION OF THE DES MOINES AREA SPORTS COMMISSION

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January 6, 2014

Dear Forty Under 40 Selection Committee,

It is my honor to nominate Brett Adams for *Forty Under 40*.

Brett and I have worked together for five years. He has been our account representative through our media campaigns run through and created by Trilix. He has led the effort to help us change the way prospective visitors view our city through TV and digital campaigns the last several years. We enjoy working with Brett because complicated, difficult situations don't scare him away. He thrives on the ability to tackle the tough job and find a creative solution.

Brett's work helps contribute to the 2.9 million visitors that we bring to Greater Des Moines every year, and the \$98.6 million in economic impact that comes with these visitors. Our campaigns have received more traction, stronger web visits and stronger visitation to the city each year (year-over-year) since we've worked alongside Brett and the Trilix team.

He cares about our community and works hard to support it and enhance it. Not for just business purposes. Brett has a family and he wants to ensure our community is strong for their benefit. He believes in community and civic involvement, offering up his expertise and connections to many non-profits each year.

Not only is his passion for the community admirable, so is his career path. After years of hard work, Brett has taken on the role of partner at Trilix. No small task – especially for someone so young. He is goal-driven and has known for years that this is what he wanted – and no surprise, he has accomplished his goal.

Please consider awarding Brett Adams with this great honor.

Sincerely,

Tiffany Tauscheck
Forty Under 40 Class of 2008
Vice President of Marketing and Development
Greater Des Moines Convention and Visitors Bureau



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January 6, 2014

Dear Forty Under 40 Selection Committee:

It has been my pleasure to work with Brett Adams for more than a decade. From our first meeting, it was clear to me that Brett has what it takes to be a great project manager. His passion for perfection and attention to detail has produced great results for Stine, and in many ways has helped us at Stine become better marketers in our own right.

Through the years, Brett has also overseen the development of an amazing account team for Stine. This team approach has allowed us to tackle larger, more ambitious projects and craft dynamic and effective solutions that have driven sales and elevated our brand.

Along the way, Brett has become a trusted adviser – a de facto expert on Stine Seeds, our business, our past, present and future.

Sincerely,

David Thompson
National Marketing & Sales Director
Stine Seed Company



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Forty Under 40 Selection Committee

The Business Record
100 4th Street
Des Moines, IA 50309

Dear Forty Under 40 Selection Committee:

I write with great enthusiasm to support the nomination of Brett Adams for the Business Record's 40 Under Forty award.

Brett has been a member of our Board of Directors at Youth Homes of Mid-America for the past three years. Youth Homes of Mid-America is a non-profit children and families agency in Johnston that provides structured programs for youth with severe emotional and educational difficulties. Our clients are referred to YHMA through the Department of Human Services and the Iowa Juvenile Court System.

When Brett first joined the Board, I was impressed with his willingness to help right from the beginning. Our organization has been in existence since 1943, and our technology and marketing strategies were quite frankly in the dark ages. Brett recognized YHMA's need and wanted to help us improve our brand. He offered to help us set up a Facebook, Twitter, and PhilanthroPig page. Brett directed his Trilix team with these projects and I was amazed at how fast the projects were completed. To top it all off, Brett and Trilix did all of this work "pro bono".

More recently, we asked Brett to help us with our newsletter. It is widely known that non-profit organizations, especially in this tough economy, are running on tight budgets. Again, he directed a Trilix team to do the newsletter at a fraction of the cost. Brett has also volunteered to help with our website. I know that whenever we ask Brett for help with anything, he is more than willing to offer his assistance.

Brett truly embodies the spirit of the Forty Under 40 award. He has been successful in his career and is volunteering his time and talent to help organizations like Youth Homes of Mid-America. He would make an outstanding member of the 2014 Forty under 40 class.

Sincerely,

Wendy Ingham
Director of Development
Youth Homes of Mid-America
Forty Under 40 Class of 2011 Member



January 7, 2014

Dear Forty Under 40 Selection Committee,
Impressive yet humble, crazy involved but never too busy for others, a respected leader who has given so much and done so much at a relatively young age...
Thank you for taking the time to learn why Brett Adams is an excellent candidate for this year's Forty Under 40 Class.

I met Brett 14 years ago when he was an intern at Porter & Associates and I was the president. He was quickly recognized as the kind of person to be hired and put on the fast-track. In baseball terms he was the perfect utility player – willing and able to play any position.

Now he's an Agency account leader who I trust with my clients. That's saying a lot. He's intelligent, responsive and sweats the small stuff. I know people say you shouldn't sweat the small stuff, but if it's your client or project, trust me, you'll want Brett on it. He doesn't miss a detail and is at the heart of many award-winning projects and campaigns.

His community involvement is truly extraordinary. He's on the Board of Directors for Youth Homes of Mid-America, has done 100+ hours of volunteer work for the Iowa Games, Live Healthy Iowa, Science Center of Iowa, Iowa Heart Foundation and the Iowa State Fair – just to name a few.

He serves as a volunteer coach and instructor for youth sports including Little League baseball, Junior football, Tiny Tots soccer, Tiny Tots basketball and a special program called Youth Blast Ball that introduces kids to baseball.

He is also co-owner of a massage business with his wife, Dawn, and handles the marketing, advertising and finances. I don't think he ever sleeps. And no matter how busy, he always has a kind word, an insightful question and a quick smile.

I hope you agree he is most worthy of being selected for this year's Forty Under 40 Class. Thank you for your consideration and please contact me if I can be of further assistance.

Diana Deibler, President
Deibler & Company
(515) 681-2317 Diana@DeiblerandCompany.com
Forty Under 40 Alum, Class of 2000

January 3, 2014

To the Forty Under 40 Selection Committee:

It's a story right out of "Mad Men," but without the sex and alcohol.

A college student lands an internship with an advertising agency. He works hard and is offered a job in the agency's media department after graduation. Realizing he has more to offer the agency, management gives him responsibilities in the operations area and eventually in account services. From handling "errands" as an intern, the young man is now handling some of the agency's most respected accounts, leading the agency's new media initiatives, helping launch new products and companies. His energy and knowledge does not go unnoticed. Celebrating his 12th year in the agency where began his career as an intern, he is invited to become an owner.

Yes, it can happen and it did for Brett Adams. I have been proud to watch him grow from that "deer in the headlights" intern to that "problem-solver" account manager to that "taking care of business" owner. And he has done it all before reaching his 40th year. For that reason alone, I would whole-heartedly recommend Brett Adams for inclusion into the Business Record's 40-Under-40. He is truly an inspiration to those who are starting in the business today and a sense of pride to those like me who have spent 40 years in the profession.

Needless to say, I am excited to see how the Brett Adams episode ends. But first this commercial — "For enthusiasm, professionalism and a passion for excellence, select Brett today!"

Sincerely,



Abe Goldstien

TRILIX

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January 6, 2014

Dear Forty Under 40 Committee:

I am pleased to recommend Brett Adams from Trilix for your Forty Under 40 award.

Over the past year Brett has become an invaluable advisor to my company, LendTrade, and to me. Brett helped me take an idea for a software solution and turn my vision into reality. He did a great job overseeing the team that developed our software as well as the staff responsible for building our brand and communicating what LendTrade offers. I was particularly impressed with how quickly Brett understood our business, and how important it was to him to determine the best solution to serve our customers.

I'm glad to have Brett as a partner and a friend. I strongly recommend his consideration for this year's Forty Under 40.

Sincerely,

Steve Schipper,
LendTrade Founder and CEO



January 6, 2014

To Whom It May Concern:

I am writing this letter in support of Brett Adams being nominated as a Forty Under 40 honoree. I have been fortunate to have worked closely with Brett the past 7 years. Brett has worked with our organization many different capacities. He has worked closely with us in many areas, to include public relations, brand campaigns, website design, development of educational materials for our patients, development of advertising (print, radio, TV) and launching a new service within our practice.

Early on, the impressive thing about working with Brett was his willingness to learn more about and understand our business model. This has helped him work alongside our staff as a true business partner, not just a vendor to our organization. Brett has come to the table with multiple ideas that have truly provided a true benefit to our practice and the patients we serve. During this time I have been able to partake in a few community events where Brett has been involved. He approaches these with the same enthusiasm and determination I have witnessed the last 7 years.

I have seen tremendous growth in Brett in the time we have worked together; he continues to take on more and more responsibility and always delivers. Brett's tireless work ethic and drive will continue to propel him forward in his career. Brett has demonstrated all the qualities and accomplishments you are looking for in your Forty Under 40 search.

Respectfully submitted,

Sam Ayres, MBA, CMPE
V.P. Office Operations
Iowa Heart Center/Mercy Medical Center