



January 9, 2014

Business Record  
100 4th Street  
The Depot at Fourth  
Des Moines, Iowa 50309

Forty Under 40 Nominating Committee:

I am writing to nominate and highly recommend Charley Campbell for the 2014 Forty under 40 class. As President and CEO of Kum & Go, L.C., I strongly believe that Charley represents what Iowa's Forty under 40 represents: a highly developed local business leader who has achieved great career success, all while being active in our local community and a committed husband and father.

Charley has been a member of Kum & Go's legal department and a personal advisor to me for over thirteen years. Charley's career growth speaks for itself. He began at Kum & Go as an intern in 2000, and joined our legal team full-time as our Associate General Counsel in 2004 and has been forging his path ever since. He has seen Kum & Go grow and change and has been instrumental and influential in many of Kum & Go's key achievements over the years. In 2011, Charley was promoted to his current role as General Counsel & Corporate Secretary where he leads the company's legal department, risk management function and government affairs efforts in addition to being one of seven members of Kum & Go's senior leadership team. I am proud to say that he is one of my direct reports and know that many accomplishments of our business would not be possible without his hard work, innovative thinking, and collaborative mentality. Charley's positive influence is felt throughout our organization and is appreciated by associates at all levels. He has been honored with Kum & Go's 2009 Values Award for Integrity and the 2012 Founders Award, the highest honor given to any Kum & Go associate, for his outstanding leadership and exemplification of our corporate values.

Most recently, Charley was a recipient of the 2013 Association of Corporate Counsel Value Champion Award. This award represents not only teamwork with external partners and influence across our industry but also groundbreaking strategies that will help create programs that others can replicate. This achievement and recognition ranks among the top awards given by the Association of Corporate Counsel and is truly deserved.

What I find even more extraordinary is that Charley is able to maintain a work-life balance better than anyone I have seen. This father of four maintains his commitment to his family all while serving as on the board of directors and government relations committee of the Iowa Grocery Industry Association. Much time his time is also devoted to Lutheran Church of HOPE as an active member of their orchestra, Christmas Cantata, and Omega Horns Brass Group. Charley also understands the demands and responsibilities of what it means to be a local business leader. This can be seen in his desire to give back to the universities that so graciously gave to him. Charley has also spent time as a guest speaker for the Drake Law School Business Law Club and Iowa State University College of Business Gerdin Citizenship Program.

Charley's career achievements and his dedication to community, career and family, make him an outstanding representative of the kind of leader Forty Under 40 intends to highlight. Thank you for your time and consideration.

Warmest personal regards,

  
Kyle J. Krause  
President and CEO

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January 8, 2014

Des Moines Business Record  
100 Fourth Street  
The Depot at Fourth  
Des Moines, IA 50309

Re: Nomination of Charles W. Campbell for the Forty Under 40 Award

Dear Forty Under 40 Nominating Committee:

I write this letter to recommend Charles W. Campbell, General Counsel & Corporate Secretary of Kum & Go, L.C., for the Forty Under 40 Award. I wrote in support of Charley's nomination two years ago. Although Charley was not a successful applicant at that time, my experience with him in the ensuing two years has only confirmed my opinion that Charley Campbell merits this honor. He has my highest recommendation and unequivocal support.

I have had the privilege of representing Kum & Go for nineteen years. During that time, I have watched with admiration as Charley developed from a law student intern to Associate General Counsel and, as of 2011, the General Counsel of this incredible organization. I have worked with Charley on many legal matters, and I am impressed not only by his outstanding legal acumen, but his personal integrity and leadership skills as well. When Charley is handed an issue or problem, no matter how difficult or complex, he can be counted on to quickly identify the major issues, map out a strategy for accomplishing objectives, and personally work in a collaborative fashion to carry forward the task to successful completion. These qualities epitomize the forward-thinking young leader this award recognizes.

THOMAS M. CUNNINGHAM

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Charley's skills and leadership were aptly demonstrated four years ago when his supervisor and mentor, the then-General Counsel, was diagnosed with a disabling and ultimately terminal illness. Charley successfully assumed the mantle of interim leadership of the Kum & Go Law Department during that very busy and challenging time. It is no surprise to me that the intelligence, professional skill, maturity, strategic thinking, reliability, and initiative Charley demonstrated during this period was recognized by the Kum & Go management team when they selected him as the next General Counsel.

Time has borne out the wisdom of Kum & Go's decision. In the two years since his last application, I have worked closely with Charley on two significant cases for the company. I have personally observed his co-workers and superiors in the company, many of whom are ten to fifteen years his senior, praise, rely upon and defer to his legal advice and judgment. He has earned the respect of his colleagues at Kum & Go as well as the outside counsel with whom he works. In testimony of the high esteem in which he is regarded, Charley was presented with the Kum & Go Founder's Award in 2012 – the highest award conferred by his company – in recognition of the value he brings to his organization. Last year he was similarly honored by the Association of Corporate Counsel. Charley Campbell has come into his own as a member of the business and legal community in Des Moines.

Charley's contributions to our community extend well beyond his professional accomplishments. "Unselfish" is one of the best words to describe Charley's approach to work, family and life. Demonstrating the true mark of a leader, Charley shares his gifts to assist the generation *that follows him*. As you can see from his submission, he donates numerous hours mentoring and speaking with law and business students at Drake and Iowa State. As a member of the Lutheran Church of Hope, Charley regularly shares his musical talent with the congregation in orchestra performances throughout the year. On top of all that, he finds time to serve as a YMCA youth basketball coach. Knowing that Charley is a devoted husband and the proud father of four children, I can only marvel at his excellent ability to make it all look so easy; perhaps it is the unmasked enthusiasm he brings to each endeavor.

Charley Campbell is a true leader in Des Moines' business and legal communities, and merits recognition at this year's Forty Under 40 Awards. Nominees like Charley Campbell confirm for us that the future of our community is incredibly positive.

Please contact me if you have any questions or would like additional information.

Sincerely,

A handwritten signature in black ink, reading "Thomas M. Cunningham". The signature is fluid and cursive, with a large, stylized "C" at the end.

Thomas M. Cunningham

January 6, 2013

Dear Forty Under 40 Selection Committee

It is my pleasure to once again submit a letter of recommendation supporting the nomination of Charley Campbell, General Counsel and Corporate Secretary at Kum & Go, L.C., for the 2014 Forty Under 40 class.

Charley and I have been friends and compatriots since high school and I'm continually amazed - though at this point I shouldn't be - at what he has been able to accomplish so fast in his career. He's dedicated his career to help lead and build Kum & Go from his days as a college intern, in his early twenties, through taking over as General Counsel three years ago, at his then-age of 33. An impressive feat for anyone and a premium achievement for an "under 40".

While leading the legal team at an Inc. 5000 doesn't offer as much time for civic engagement as I know that he'd like Charley has taken particular care to support many causes in central Iowa with his time, talents and resources including his church, fraternal organizations and alma mater.

While in school together at Iowa State University, I had the chance to observe his leadership skills in several activities and I'm particularly proud of his contributions in the formative years of Iowa State Dance Marathon (the largest campus philanthropy). His contributions help set the infrastructure to grow from the \$112,000 raised his senior year to more than \$1.5M (cumulative) to benefit the University of Iowa Children's Hospital.

Charley is one of the most accomplished individuals that I know - regardless of age - and he's working in leadership at one of Des Moines and the state of Iowa's most successful and important companies. I can think of no one better to be represent our community in this year's Forty Under 40 class.

Sincerely,

A handwritten signature in black ink, appearing to read "Geoff Wood", written over a horizontal line.

Geoff Wood  
Founder - Welch Avenue  
2012 Forty Under 40 Class