



January 10, 2014

Forty Under 40 Selection Committee
Des Moines Business Record
The Depot at 4th Street, 100 4th Street
Des Moines, IA 50309

Re: Matt Cole Recommendation
Forty Under 40 - 2014

Dear Selection Committee:

Matt Cole is an outstanding young leader who entered our design services firm in 2009 and quickly rose through promotions to Associate and Senior Associate to join our partnership earlier this year. These business accomplishments are titles. The real accomplishments are Matt's application of his personal values to advance not only his building design and project management responsibilities, but firm-wide initiatives as well.

I perceive Matt's values to be balance, integrity, and stewardship. Balance is exemplified by Matt's ability to judiciously and effectively manage multiple priorities simultaneously. These priorities often shift between project design and construction deadlines, human resources, and marketing efforts. Matt's calm professional demeanor keeps him effective in each of the focus areas. Matt has been an inspiration to me as a senior member of the firm with his balanced perspective.

Integrity, also one of the firm's cultural values, is visible every day I interact with Matt. He is honest and has strong moral character, yet is highly creative. This results in effective leadership for clients and the firm. Matt proposes change and gently persists with follow-through to motivate others to make it happen. Examples are firm strategic planning, website development, and social media initiatives.

Stewardship is Matt's personal commitment to care for others, the global environment, and firm profitability. Compassion for peers and employees is obvious within the overall priority Matt has to maintain projects and firm profitability. Environmentally, Matt committed early to becoming LEED Accredited. This accreditation results from the full commitment to resources sustainability. The focus on profitability is exemplified by Matt's tracking of staff hours, fees and managing the scope of projects he manages. By setting an example, others have been motivated to gain confidence in becoming more effective project managers.

Sincerely,

BROOKS BORG SKILES ARCHITECTURE ENGINEERING LLP

A handwritten signature in blue ink that reads "Stephen J. Stimmel". The signature is fluid and cursive, with a large, stylized "S" at the beginning.

Stephen J. Stimmel, AIA
Partner - Architect