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To Whom It May Concern:

I write to give my full support of Heather Matson receiving the *Business Record's* "40 Under 40" designation.

As Executive Director of the Iowa Democratic Party, I have had the pleasure of working with Heather in her role as party Vice Chair, a voluntary position. During her time here, she has demonstrated a deep commitment to the party and to her state. In particular, she has worked hard to help broaden our appeal to young Iowans and help lay the groundwork for the future success of our party.

Upon assuming the role of Vice Chair, Heather made it clear that the issue she wanted to take up was reaching out to young activists and supporters. Working together, we created a new program called Blue Guard. Blue Guard is an effort that combines both fundraising and outreach, asking young professionals to donate a small amount each month to get special access to some of the top Democratic officials and opportunities to help further progressive causes across the state.

As the program began, our expectations were low. However, at the first informational meeting, when we only expect 25 people, we ended up with nearly 75. Our first Blue Guard Happy Hour - a networking event with a Democratic elected official - had more than 30 attendees. And by the end of the year, dues paying members of Blue Guard had exceeded 50 people. All of that success was because of Heather's hard work and commitment to the program.

In addition, while helping to grow our party, Heather is also the Chair of the Planned Parenthood Voters of Iowa PAC. In that role, she has been very successful in helping candidates who stand up for Women's Reproductive Health. When she is not furthering progressive causes across the state, she finds enough time to be a successful small business owner and a dedicated mother.

Heather Matson is one of our state's up and coming progressive leaders, and I am confident that in coming years Heather Matson will become a household name in Iowa politics. I wholeheartedly recommend her to be included in this year's "40 Under 40."

Sincerely,

Troy Price  
Executive Director