



December 24, 2014

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

To whom it may concern:

I'm recommending Brad Duffy for consideration for the Business Record Forty under 40 Awards.

Brad is a true leader and professional within our community. He approaches life with a high degree of integrity with an ability to bring stability and grace to his personal, professional and community commitments. He's engaging with a strong sense of purpose to help others achieve the desired results. In my interactions with Brad, I've observed his strong leadership skills, with a desire to be a valued contributor to his company and the greater Des Moines Community.

I know that many of Brad's professional and civic accomplishments will be included in his application. However, I would like to call your attention to the leadership skills I've personally observed. Brad is driven to be a life-long learner, respecting the value of education, experience and human interaction. He believes in always doing the right thing, creating a vision and actively engaging others to embrace the cause to achieve the desired results. He challenges the status quo and is always the first to provide creative solutions to complex problems. Brad has the unique skill set to gain insight from research to make sound decisions, while having a strong awareness that all success is ultimately achieved with and through people.

Brads involvement with outside professional organizations and not-for-profits clearly demonstrate his desire to give back.

Please give Brad strong consideration for the Business Record Forty under 40 awards. He represents the best of the next generation, and is for certain to have a positive impact on our great community. He's an outstanding candidate that is working hard on a personal and professional basis to make a difference!

Respectfully,

A handwritten signature in black ink, appearing to read 'Tom Mahoney', written over a horizontal line.

Thomas J. Mahoney, Jr.
President & CEO