



January 5, 2015

Des Moines Business Record
100 Fourth Street
Des Moines, IA 50309

To Whom it May Concern,

Chris LoRang is a standout. Before he even moved to Des Moines, he called and asked to meet so he could learn about Des Moines and determine where he wanted to locate his chiropractic office. After meeting, I was immediately impressed with his networking skills, drive, and his approach to assimilating into the community.

Capital Chiropractic opened an office Downtown in the East Village in the summer of 2013. Usually a new business takes time to develop credibility and clientele. Something was different about this one. Before the ribbon cutting took place, the Downtown Chamber community already knew and loved Chris because he'd been so diligent in his networking leading up the opening of his business. It was no surprise that they nominated him as the 2013 Business of the Year, and he was recognized last February at the Downtown Chamber's annual celebration. Chris continues to network on a level I can only describe as "Pro."

Chris also volunteers in many ways, including through involvement on the Downtown Chamber's membership committee, hosting events, and assisting with special event planning. What he does best, though, is creating a business environment that encourages collaboration. Located in an area with other chiropractors, Chris was instrumental in cross promoting each other's businesses, developing a sense of unity in that part of the East Village among all businesses, and setting the example for others to follow in working better and smarter together.

He's a change-maker and a successful business owner, and I'm delighted to write a letter of support for Chris LoRang to be recognized as one of Des Moines' Forty Under 40 this year.

Sincerely,

Jennifer Chittenden, Executive Director
Des Moines Downtown Chamber of Commerce