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Forty Under 40
Business Record

RE: Leng Vong Reiff

Dear Selection Committee:

I am writing to nominate and recommend Leng Reiff to this year's class of Forty Under 40. I have known Leng for the past few years and have had an opportunity to work with her in a professional capacity, as a volunteer and as a fellow member of a women's support group. Leng has impressed me with her passion and dedication not only to her business and her clients but also to those in the community in need of assistance. Perhaps what struck me most about Leng is that when she sees an unfulfilled need in the immigrant population in the Des Moines area she has taken the problem head on and in some cases recruited others to form organizations to offer support to those in need. Specifically, I recall her passion for non-English speaking children in the community who were struggling to fit in and excel in school. Rather than simply writing a check or volunteering few hours here and there, Leng contacted several others in the community and organized CORY, Creating Opportunity for Refugee Youth. She has dedicated endless time and resources to this group in order to try and help the children who desperately needed support and mentors.

Leng has also impressed me with her business acumen and hard work. She has handled several marketing assignments for my law firm and has always done so in a professional and timely manner. She has also handled assignments for much larger companies as well as other small businesses. Each time I have given her name out to someone I have always heard positive comments about her work ethic and customer service.

I am recommending Leng not only because I think she is a leader in the community, but also because she deserves to be recognized for all of her hard work behind the scenes in the Des Moines area. She is compassionate, resourceful and vibrant—all the things that make Des Moines a wonderful place to call home. We are lucky to have her and you will be proud if you include her in your selection for Forty Under 40. Thank you.

Sincerely,

Kim Baer

Kimberley Baer
Attorney at Law