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Ecdl 4:12

January 7, 2015

In regards to: Brooke Avila - Forty under 40 Nomination

Forty under 40 - Selection Committee

100 4th Street

The Depot at Fourth

Des Moines, IA 50309

I am writing to recommend Brooke Avila for your distinguished Forty under 40.

I have known Brooke for over Six years and she has exhibited: impeccable integrity in her decisions, quick to jump into new adventures without being asked, and been a tireless worker serving others before herself. Her marketing expertise started our work engagements, but we quickly learned she has many other talents that benefit our firm. Brooke continues to be a valued asset to our team. No project has been too small or large for Brooke to undertake with complete success.

With great respect towards Brooke, I highly recommend her to join the ranks of Forty under 40.

Sincerely,

A handwritten signature in blue ink that reads "Michael P. Colby". The signature is fluid and cursive.

Michael P. Colby



January 7, 2015

Forty Under 40 Selection Committee
Des Moines Business Record
100 Fourth Street
Des Moines, IA 50309

Dear Selection Committee,

This letter is to support the nomination of Brooke Avila to this year's Forty Under 40 class. My experience working with Brooke began in 2011, as she was involved at that time with our Downtown Gift Card program via her role at Bankers Trust. Always a professional, Brooke was the perfect representative with both the general public purchasing the cards, and the Downtown businesses that were part of the program.

When Brooke began her business, BA Innovations, we were eager to connect with her expertise in event planning and marketing. Brooke chaired our 2nd Annual Downtown Culture Crawl, a Fall fundraiser for the Downtown Chamber. The marketing and planning strategy she developed, and the energy she created around this event through volunteers and participants, are still a vital part of the event and its planning today, now heading into its 4th year with a growing group of loyal fans.

Overall, what Brooke does so well is combining a positive attitude, resiliency, creative outreach, and customer service to everything she does. Recognition, such as through the Forty Under 40, would no doubt be a great testament to the impact she has had on our Downtown.

Sincerely,

Jennifer Chittenden, Executive Director
Des Moines Downtown Chamber of Commerce