

January 7, 2015

To Whom It May Concern:

RE: Ashley Danielson Forty Under 40

As a former Forty Under 40 class member (Class of 2013) it is with great pleasure to write this letter of recommendation for Ashley Danielson.

I have known Ashley for about five years through our relationship with the American Marketing Association – Iowa Chapter (AMA Iowa). Her work on generating sponsorships has been nothing short of amazing and the results of her efforts have contributed to multiple awards from our International Chapter, including Chapter of the Year in the 2013-2014 term.

Simply put, there is nothing Ashley can't accomplish. I have never met anyone so driven and determined to make an organization successful, and the fact that AMA Iowa is a non-profit makes it all the more rewarding to work with her.

I'm a big believer in surrounding myself with people more talented than I am. I believe it has led to all of my personal successes. So when I was asked to be the next AMA Iowa President in 2012, one of the first few calls I made was to Ashley. I knew that I needed her to be a part of the AMA Iowa board to make my efforts successful.

Winning Chapter of the Year while I was President was largely due to the help around me, and the hard work Ashley tirelessly contributes to the board. Not to mention increasing our sponsorship value from around \$80,000 total in 2010 when coming onto the board to a record-breaking \$325,000 in the 2014 program year.

Ashley is one of the youngest professionals at Trilix that works in a senior leadership role, a recent promotion given her hard work during her time there. When she's not creating great work for her clients, and serving on the AMA Iowa board, she is active in participates in the Greater Des Moines Leadership and works with Des Moines' Youth Emergency Shelter & Services to help raise funds and collect donations for a new expansion of their current facility that houses troubled youth who temporarily need help and a home.

I think Ashley would make an excellent addition to the 2015 Forty Under 40 class and urge you to consider her nomination favorably.

Regards.

Josh Fleming

January 7, 2015

Dear Forty Under 40 Members of the Jury:

It gives me great pleasure to nominate Ashley Danielson for the 16th Annual Forty Under 40 Award. I have known Ashley since 2009 when I hired her as the media coordinator at Trilix. Over the years Ashley has demonstrated a level of professionalism in everything she does — from working closely with vendors to providing exceptional service to clients, actively volunteering for various organizations and even dressing up as the Iowa State Fair mascot!

What impresses me most about Ashley is her outstanding leadership, determination to do always do her best. While under my direct report, Ashley took any task given to her and ran with it. She is never afraid to jump in to tackle a project.

For the past four years Ashley has served as the vice president of sponsorship for the Iowa Chapter of the American Marketing Association (AMA). She is one of the most dedicated and passionate individuals in this association. Her attention to detail, creativity with sponsorships and the relationships she has cultivated with those sponsors is unheard of. Ashley played a major part in our local AMA group winning the national AMA Chapter of the Year Award for 2012-2013.

In June of 2014 Ashley was selected to be a part of the 2015 Des Moines Leadership Institute. Through this dedicated group of leaders Ashley has volunteered with various local organizations. As with everything she touches Ashley has embraced this opportunity and will take full advantage of everything it has to offer.

Ashley is intelligent, capable, determined, dedicated, personable, takes charge and gets things done. I feel confident in saying that she is capable of handling any situation given to her with thoughtfulness and maturity. I give her my highest endorsement to receive the nomination for 16th Annual Forty Under 40 class.

Sincerely,

A handwritten signature in black ink that reads "Heather Weaverling". The signature is fluid and cursive, with the first name "Heather" and last name "Weaverling" clearly legible.

Heather Weaverling
Media Director
Two Rivers Marketing

January 8, 2015

Dear Angela,

It is with great enthusiasm that I am writing to recommend Ashley Danielson for consideration for the Business Records 40 under 40! I have had the pleasure of working with Ashley in the advertising and marketing industry for several years. She is a true professional that strives to achieve the best for her clients. In this time period, I feel blessed to also have her as a friend. She is very active socially in the community and works to make Des Moines a place that the young and young at heart can enjoy. Ashley is the complete package; Work, play and always having fun with her family - beautiful inside and out! I cannot think of anyone that would be a better representative for the Business Records 40 under 40.

Thank you,

Gina Gettler
Sr. Account Executive
IHeartMedia Des Moines



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January 8, 2015

Forty Under 40 Selection Committee
Business Publications Corp.
100 4th Street
Des Moines, IA 50309

To Whom It May Concern:

I am pleased to recommend Ashley Danielson to be recognized as a Forty Under 40 award recipient. I have known and worked with Ashley through various organizations since 2010 and I have witnessed her commitment to the mission, thoughtfulness to consider how her actions impact her community, and willingness to pay attention to the details making sure the task is accomplished beyond expectations.

Ashley is a go getter with innovative ideas, energy and commitment to what is necessary to fulfill her role in the project. She has compassion and smiles in buckets which sets others at ease and comfortable in times of pressure. Whether she feels the stress herself or not, her ability to work through the tough spots with a kind word motivates others to be on board and work towards the common solution.

Whether it be family, job, volunteer responsibilities, whatever, Ashley successfully prioritizes her responsibilities and makes sure she fulfills her commitments. Like any of us, she can get frustrated when she encounters a "team" member not pulling their weight. However, she recognizes, as a part of continued personal development, different people learn in different ways and she remains consistent, leads by example, and is flexible with all curveballs that may come her way.

Ashley continually maintains a demeanor consistent with her values and those of the group(s) she represents. From my first interactions with her as the VP Of Sponsorship for the Iowa Chapter of AMA in 2010 to the role she plays in the 2015 class of the Community Leadership Program of GDMLI, I have personally witnessed Ashley effectively interact with current and potential community partners and her classmates, and she continues to grow and impress as a leader. She prides herself on being well prepared so she has time to inject personal connection.

Ashley understands, that as a visible leader within the community, that her actions reflect back on those she represents, a unique characteristics not always exhibited in all leaders. It has been my experience that Ashley does not act to make sure she is in alignment with the purpose of any one organization she represents, but rather it is just a part of who she is and she has decided to be a part of groups that match her personal values. She is not afraid to address those in the same organization who are not able to live up to the standards expected of all members. She may be young but she is a presence who has arrived in the Central Iowa community, and I expect she will continue to develop as a leader, continually making an impression on those around her.

In closing, people want what Ashley can bring to the team and she regularly delivers. I believe Ashley's drive, character and personality make her an ideal candidate for what a Forty Under 40, and it's sponsors, represent. Thank you for your consideration, whether you knew of Ashley prior to reading this letter or not, I hope you have an understanding of the impact she has had and the potential she carries moving forward.

Respectfully,

Chris Juhl