

January 8, 2015

Dear Des Moines Business Record Forty Under 40 Judges:

It is with much enthusiasm I recommend Ashley Danielson for the Des Moines Business Record's Forty Under 40 recognition.

I first worked with (and supervised) Ashley in 2007, she was a student at the University of Iowa interning at the Iowa State Fair Marketing Department. She was an enthusiastic and hardworking intern who displayed qualities you knew would lend to her success in business. Following Ashley's college graduation, it has been exciting to watch her professional maturation working for Trilix since 2009. Trilix is the Fair's agency of record so I have had the unique opportunity to watch her work and leadership skills evolve over the years. Ashley has advanced from a newly hired Media Coordinator to a recently promoted Project Manager. Her work ethic and leadership skills have paid off in the form of promotions and respect from her peers.

Ashley is also active outside of her agency career. She has been very involved with the Iowa Chapter of the American Marketing Association, and is part of the Greater Des Moines Leadership Institute Class of 2015. Her work with the AMA has resulted in impressive sponsorship support, enabling the Chapter to provide its membership with exciting programming and unique opportunities. Her participation in Young Professionals Connection, Social Media Club, and Youth Emergency Shelter & Services shows her commitment to effect positive change in Des Moines.

In addition, Ashley is a good person; she is dependable, responsible and philanthropic. She has the qualities we need in our business community to make our workplaces and the lives of others more productive.

Please contact me if I can provide you further information regarding Ashley's talents and/or character. She is an impactful person deserving of the Forty Under 40 recognition.

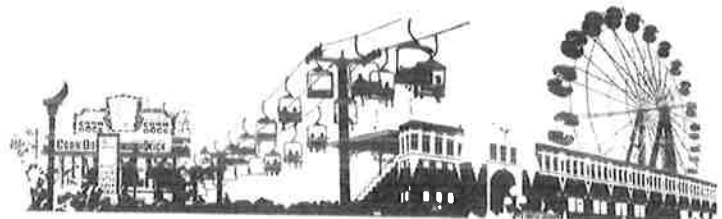
Sincerely,



Lori Chappell  
Iowa State Fair Marketing Director



IOWA STATE FAIR





**In support of Ashley Danielson being named to the 40 under 40 list:**

Finally, after nearly 40 years in the advertising/marketing industry, I can retire in good conscience. I have Ashley Danielson to thank for that.

As a project manager, Ashley works closely with me to take care of existing and new Trilix clients. "Taking care" includes everything from developing marketing strategies to overseeing creative work, meeting deadlines to keeping an open line of communications with staff and clients, and most importantly, enhancing the quality of client relationships. In the short time we have worked together as a team, Ashley has demonstrated her ability to do it all and in a way that is commensurate with my 40 years of delivering exceptional work and service to clients.

Several months ago, I was scheduled to take a week's vacation. I sat down with Ashley to review the work we had going. At that point I realized I had never in nearly 40 years felt more comfortable leaving work in someone else's hands. Ashley responded with her typical smile and said, "Just have a great time on vacation!" So perhaps retirement will be next.

To be honest, however, I probably will not retire because I am having so much fun watching Ashley grow as a leader and true marketing professional.

Sincerely,

Abe Goldstien  
Senior Account Manager



January 7, 2015

To Whom It May Concern:

Motivated. Loyal. Passionate. There are many words I can use to describe Ashley Danielson, but those are three that make her one of Trilix's valued team members. From her early days as an intern, through her years in the media department and now in her position as project manager, Ashley has demonstrated a willingness to go the extra mile for the agency and our clients.

Her great instincts and knack for anticipating next steps make Ashley a perfect fit for her job as a liaison between clients and internal agency resources. She has an innate ability to find common ground with anyone she meets, and is a natural-born leader. She's full of ideas for how to make Trilix better, whether it's improving processes or getting us more involved with local non-profits. And, like a true leader, she also recognizes and encourages others' great ideas and is genuinely excited about their success. That's what makes her an excellent volunteer for the many professional and community organizations she's involved with, several of which she's held leadership positions with.

At Trilix, Ashley has developed excellent relationships with both her peers and the clients she serves. And though she gives every client the same superb service, she has a special fondness for Iowa and Des Moines-based brands. Her passion for the Hawkeye state runs deep and she takes personal pride in contributing in any way possible to the growth and vibrancy of Iowa and our capital city, whether that be through her work at Trilix, participation in the American Marketing Association Iowa Chapter, or her volunteer work with groups like Youth Emergency Shelter & Services, Young Professionals Connection Des Moines, Social Media Club Des Moines and University of Iowa Alumni Association.

As Trilix grows, we know we can count on Ashley to be a leader who our young employees can model themselves after and who our seasoned employees can trust with the reins to our longstanding client relationships. She is most certainly a young professional who should be considered as a member of the 2015 Forty Under 40 class. Her professional skills, love for Des Moines and eagerness to contribute as a business and community go-getter make her an excellent choice.

Regards,

Todd Senne  
President  
Trilix