



Office of the President  
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January 8, 2015

To Whom It May Concern:

It is with great pleasure that I recommend Tionna Pooler to be included as a member of the "Forty under 40" Class of 2015.

I have known and worked with Tionna for over ten years and have interacted with her numerous times regarding the issuance of complex municipal bonds for Des Moines Area Community College. She has also served as a consultant to several State Agencies, advising them on complex financial transactions. Tionna is always professional, confident, bright and strategic. She provides exceptional service to her clients.

Tionna has been the majority owner of Iowa's only minority owned financial advisory firm since 2012. Her company has expanded rapidly and currently has clients in Iowa, Missouri, Ohio and Wisconsin. I had the honor of talking with her as she made the decision to go out on her own and was impressed with her knowledge and business acumen. I was so impressed that I told her NOT to reduce her fees, even to prior customers. Her advice is that good.

Tionna is driven and recognized for her academic ability. She was admitted into the prestigious Yale University, where she completed her B.A. degree. While completing her Masters of Public Administration at Drake University, she remained employed full-time and was awarded membership in Pi Alpha Alpha for scholastic achievement. She graduated with a 4.0 GPA.

Dave Dirks, President of Elmwood Management Group, stated the following when asked to reflect on Tionna Pooler. "Tionna reflects a singularly unique ability to understand her client's operations and goals. She brings a strong and mature work ethic to client engagements, and her high intelligence coupled with a great sense of humor makes for successful relationships in a highly competitive field. Tionna will continue to develop and grow her business and client base because she is among the best, of any age, at what she does!" I can only second these comments.

I strongly recommend Tionna's admission into "Forty under 40". She will be a great addition to this next class.

Please feel free to contact me if you need additional information.

Sincerely,

Robert J. Denson  
President

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