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January 7, 2015

Business Record
Attn: 40 Under 40
100 4th St
Des Moines, IA 50309
And then address to "40 under 40 Committee."

RE: Recommendation in support of Shane Hefty for Forty under 40

Dear Business Record:

I am writing in strong support of Shane Hefty's nomination.

Two years ago I issued a challenge to two senior financial advisors and to Shane, who I knew through a friend. The challenge was to create an investment program that would comply with state rules for a restricted portion of the funds, and would maximize return for both the restricted and unrestricted portions. Neither of the senior advisors could craft a program that would work.

Although Shane worked for a well know institution (which is typically a hindrance in RFP situations), he navigated the complexities, understood the needs, and presented a proposal with appropriate risk and return within the parameters I created. He consulted with me, gave me options, and put together a nifty hybrid program. In other words, he achieved what 50+ years of experience could not achieve. My account wasn't the biggest account, or the most glamorous, and it didn't allow him to sell a bunch of products that would pay him back. He liked the fact that my fund is a scholarship fund for needy families to attend certain schools, and he promised to help.

Shane is a quick study, an excellent listener, follows best ethical practices and is a great supporter of small businesses. And this may seem a small thing, but in a near where people go to the store in the pajamas, he is always dressed in a smart suit and he looks the part of the timeless professional. We need to recognize people of this caliber so they will continue to perform for our community and I hope it will be Shane. Keep an eye on this guy he is going to do great things.

Feel free to contact me if you would like additional information.

Sincerely,

A handwritten signature in purple ink that reads "David L. Phillips". The signature is fluid and cursive, with the first name "David" being the most prominent.

David L. Phillips
Chairman of the Board