

December 6, 2017

Jason Swanson
BPC Vice President
InnovationIOWA

Dear Mr. Swanson:

I am pleased to nominate David Kingland, CEO of Kingland Systems, for the innovationIOWA inaugural innovationENTREPRENEUR award.

David Kingland founded Kingland Systems 25 years ago because he identified a unique opportunity to develop a robust technology solution for his clients as they merged their broker/dealer operations into larger and larger banking organizations. With his calm persistence and keen technology insight, he developed innovative software unlike anything on the market at the time. The success of his innovative software solutions is demonstrated by the company's blue chip clients including Goldman Sachs, Bank of America, Fidelity, IBM, Price Waterhouse Coopers, Deloitte and others.

Kingland Systems' growth and the evolution of its products could not have happened without David Kingland's vision and hard work. He transformed the way in which large financial companies manage and protect all of their mass amounts of data. His impact on this industry is profound, and it is not surprising that the company is thriving in its 5 locations throughout the U.S. and China.

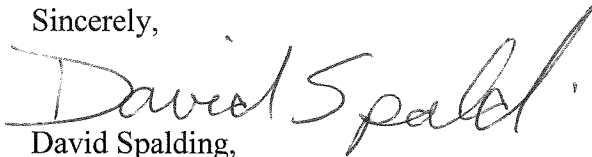
We have also witnessed David Kingland's impact in Iowa and particularly at Iowa State University. The company has had a significantly positive economic impact at its headquarters in Clear Lake, and we continue to be amazed at the growth of the operation here in Ames. What began with David guiding a couple of ISU graduate students in exploring innovative ways of researching client data, grew first into an internship-engine in a renovated movie theater, and ultimately to the marvelous 4-story building that was the cornerstone of the renovation of Iowa State's Campustown community. Since its establishment in Ames, Kingland Systems has employed more than 2,000 Iowa State students, providing them with practical learning opportunities to enhance their classroom experience and exposing them to a unique corporate culture in which students are recognized as key employees in the business.

I have personally benefited from David's wisdom and innovative thinking as a member of my Dean's Advisory Council. He consistently envisions new ways of conducting business, educating students, and helping to steer the college in the right direction. He is a leader who embodies the highest possible ethical standards.

David has generously supported the Ames community and Iowa State University over the past two decades. His most recent \$1.5 million gift to ISU will support the rapidly growing field of data analytics by supporting faculty and students across three colleges, an innovative gift in itself.

We are very grateful for David Kingland's generosity and support, and we celebrate his successes and achievements since graduating from Iowa State. Honoring David with this inaugural award on the 25th anniversary of his company would be a fitting gesture to recognize one of Iowa's most innovative and respected leaders in the technology industry.

Sincerely,

A handwritten signature in dark ink, reading "David Spalding". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

David Spalding,
Raisbeck Endowed Dean
Debbie and Jerry Ivy College of Business