

Business Record
100 4th Street
Des Moines, Iowa 50309



May 16, 2019

Dear Women of Influence Committee:

It is my pleasure to submit a letter of recommendation for Katie Patterson, CEO of Happy Medium, for the 2019 UNI Business Woman of The Year. Katie could be a superhero poster child for the female, millennial cohort. She excels as an entrepreneur, community leader, activist, friend and mother. She does all of this with a deep intention towards purpose and work/life balance that sometimes eludes executives.

Katie kicked off her startup with a team of "one" and through grit and determination has grown the company to twenty-two team members with an extensive portfolio of work and satisfied clients. Katie has grown her company's revenue at a phenomenal rate. Based on four-year growth of more than 1,000 percent, Happy Medium was named fastest growing company in Iowa in 2015 and made back-to-back-to-back on Inc. Magazine's 5000 list in 2015, 2016 and 2017. It is this type of light speed growth that continues to put Des Moines on the map for young professionals.

Happy Medium has had particular success within its' industry. Excelling in social media, the company has been named Best Social Media Company 2013-2018 by the Des Moines Business Record. They have also won several industry specific awards, such as AAF gold and silver awards, W3 awards and Hashies.

Her business accolades stand for themselves, but it is her community contributions that are especially impressive when one considers she is not even 40 years old. Katie previously served as a board member of Winefest, the Animal Rescue League, Co-Chair of Hollywood Halloween for the Des Moines Playhouse and DMACC Marketing & Management Advisory Board. She currently serves as a board member for Bravo Greater Des Moines, Des Moines Performing Arts, Wakonda Club and Lead Like a lady.

Finally, it is no surprise that Katie's company was named Best Work Place for Young Professionals by the Greater Des Moines Partnership. Her team respects her high standards, honesty and transparency. She continually models the delicate balance of work, family and community with a modernity and authenticity beyond her years.

Please consider Katie Patterson for the 2019 UNI Business Woman of the Year.

Best regards,

China Wong
Entrepreneur. Artist. Motivator.
Salon Spa W

UNI Business Woman of the Year, 2017