



IOWA ASSOCIATION OF
BUSINESS AND INDUSTRY

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dsm Magazine
Business Publications Corporation Inc.
100 Fourth Street
Des Moines, IA 50309

Dear Sages Over 70 Award Selection Committee:

It is my pleasure to write in support of the nomination of Harlan D. Hockenberg for selection as a "Sage Over 70" for 2013. I have known Bud Hockenberg for over 20 years and can attest to his leadership, his service to the community, and his commitment to mentoring others.

Everyone in Greater Des Moines knows Bud. They know that he has been a leading attorney, business leader, and community advocate for decades. At an age when most are enjoying a well-deserved retirement, Bud continues to actively work to build our community and state into even better places.

I have personally witnessed Bud's commitment to students and young people. As just one example, he led the way in creation of the Des Moines Public Schools "Smoother Sailing" program and helped address the needs of at-risk students. Bud continues to mentor and serve as a role model for young people to this day. His focus is on bringing people together to address issues and he does just that with grace and good humor.

I urge you to select Bud Hockenberg for the Sage Over 70 Award. Thank you for your consideration of these comments.

Sincerely,

Michael Ralston
President