**Sages Over 70 Letter of Recommendation for Harlan (Bud) Hockenberg** - July 14, 2013

Nominated by Jann Freed PhD

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As a young professional entering community life in Des Moines in the late 1970’s, I was told that you can accomplish more when you don’t care who receives the credit for doing something. Bud Hockenberg is the model for this kind of selfless action.

Spanning five decades, Bud is the consummate “behind the scenes” individual working to improve life in our community for all. In the 1980’s, Bud spearheaded a counseling program in the Des Moines elementary schools called Smoother Sailing whose core principles and methods became a part of a national model for teaching critically important self-coping life skills to our community’s children. While President of the Chamber of Commerce (now the GDM Partnership), he identified and focused on reversing the “brain drain” in Iowa – the exodus of so many of our talented young people from the state. His efforts to establish a program for community and business leaders to mentor our best and brightest young people to return to the state became an early catalyst for our community’s current #1 ranking in the U.S. as the best place for young professionals.

Today at age 86, Bud’s mind is sharp, his judgment keen. He works full time from his law office in West Des Moines and is vitally connected to a host of individuals and organizations that influence daily life in our community. He is my role model for transitioning rather than retiring (post age 65) to a new chapter of life.