TO: Business Record

FROM: Jann E. Freed, PhD

DATE: June 15, 2016

RE: Nomination for Sages Over 70

I am pleased to nominate Bud Hockenberg for one of the Sages Over 70 in 2016. A few years ago, I nominated Bud so there should be documents on file. But I am writing this letter to highlight the details and sending an updated letter of support.

About 30 years ago, I first met Bud when I was participating in the Greater Des Moines Leadership Institute. I was involved in a program called Connections and the purpose was to reverse the “brain drain” and encourage graduates to return to the greater Des Moines area. The goal was to help students make connections with professionals such as Bud who would serve as mentors. Since this program, Bud has continued to be a mentor to me and many others.

What makes Bud special and one of his main Sage qualities is his sense of curiosity. He has remained interested in people, places, and projects for decades. I love how Bud is always smiling even as we talking about challenging topics. His curiosity keeps him positive and a delight to be around.

Bud enjoys people who ask questions and he is willing to pass on his wisdom when asked. Even now in his mid-80s, Bud has the energy and determination to start a business advising CEOs. We are fortunate as a community that Bud has continued to stay engaged and giving back. At his age, many others “retire,” leave the community, and take their money and energy with them. Bud has remained committed to the Greater Des Moines area.

Loretta Sieman has written a letter of support that speaks to Bud’s charitable contributions to the community.

“If not now, when?”

Thank you for considering Bud Hockenberg as one of your Sages Over 70 for 2016.

Jann E. Freed

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