To Whom It May Concern:

Knowing Jim Maltby for nearly 25 years, I can tell you that Jim is the consummate gentleman and professional. I have been his customer and he has been mine. I couldn’t be more proud to endorse him for Sages over 70.

My first experience with Jim was as a newly married man and homeowner. Jim was our first insurance agent. For nearly 20 years he counseled our family to ensure we were secure, providing consultation on a multitude of insurance products. He was a trusted partner, friend and confidant. His advice was always sound and factual.

Years later, I had the opportunity to support one of Jim’s greatest loves, the Iowa Military Veterans Band. At that time, I was Chief Marketing Officer of The Integer Group. Our team of marketing professionals proudly supported the Iowa Military Veterans Band with in kind services for five years.

In preparation for their annual Veterans Day concert at the Des Moines Performing Arts Center, our team created the logo, programs, advertisements and radio ads.

Jim was our contact at the onset of this relationship and brought the key players to the table to ensure we had the Veterans Band story to convey in all the marketing elements. As with all of his music related projects, Jim had an eye for every detail and wanted the band represented with the highest of standards. I'm proud to say with his direction and our agency's efforts, the Civic Center was standing room only for the first several years of the proudly produced Veterans Day concerts. And not a dry eye in the house after seeing those veterans on stage playing on behalf of our servicemen and women. Jim and the Veterans Band members represent all that is good and right about our country.

Jim has spent a lifetime being a great father, professional and community volunteer. I can’t imagine a stronger set of strengths that would qualify an individual as one of dsm’s Sages over 70.

Sincerely,

MITTERA Creative Services

Al Tramontina

Chief Marketing Officer