

June 28, 2018

dsm Magazine / Business Publications Corporation, Inc.  
100 – 4<sup>th</sup> Street  
Des Moines, Iowa 50309

Dear “Sages Over Seventy” Selection Committee:

It is our pleasure to nominate our dear friend, Rosalie Gallagher, for the ‘Sage Over 70 Award’. She might not want to admit that she is seventy or over 70, but her birthday is March 12, 1945, so she qualifies.

We have known Rosalie since 1970. We met her when she moved to Des Moines to work as a decorator at Younkers Department Store. Rosalie and I both became members of the Junior League and immediately became involved in the Des Moines community. The first event we did together was the Junior League Charity Ball in the summer of 1976 when we opened Valley West Mall. Rosalie was our decoration chairman that year and then we opened the Civic Center in December of 1979, she was again my decoration chairman. We worked on so many events together over the last 42 years it is hard to recall all the projects she did for so many years.

Rosalie was chairman of the Art Center Gala honoring Mike Blank, we raised a record amount of money for that event and had a sellout attendance. This time Soozie McBroom and I were Rosalie’s decoration/theme chairmen. Don and I introduced Rosalie to Variety Club of Iowa in 1996 and the rest is history. Rosalie chaired the women’s panel for the telethon and then went on to be the President of Variety Club and from there she was selected to be on the international board. She has devoted her time and energy to Variety Club for the last 21 years; raising huge amounts of money through the women’s panel every year. She is still actively supporting Variety through her fundraising expertise and her time and skills.

She has volunteered her time and talent to create beautiful color and design for Temple ‘Bnai Jershurun, The Iowa Senior Life Center, Youth Emergency Services and Shelter and many other non-profits in the Des Moines community. Recently, she has raised funds for Young Women’s Resource Center through serving dinners for their annual event.

Rosalie is an ASID interior designer and has been selected as the top designer/decorator in Iowa by that association for many years. She represents Iowa as the best interior designer in the state and every state picks one designer that represents their industry. Rosalie has been a highly successful business woman since she started her business in the late 1970’s. She travels and has worked on businesses and home design all over the world. Rosalie is truly the most creative person I know. She can transform a ‘sore spot’ (sometimes my husband calls them dumps), into a place of beauty.

Rosalie is passionate in her desire to make our community a better place to live. When Rosalie takes on a cause, you can be sure that you will hear about it and she will take the lead role to make sure that the cause receives attention and support.

She would be a deserving recipient of this prestigious award. Should she be selected, be sure to bring a box of Kleenex to the podium, as Rosalie will be shedding tears of joy for being selected!

Thank you from both Don and Margo Blumenthal who have been privileged to receive this wonderful award.