May 8, 2017

Business Record

The Depot at Fourth

100 4th Street

Des Moines, Iowa 50309

**Re: Letter of Recommendation for Mary Edrington as a Business Record 2017 Woman of Influence**

Dear Selection Committee,

Having learned of the call for nominations for this year’s Woman of Influence Award, I am pleased to write a letter of recommendation for Professor Mary Edrington of Drake University. I have the great honor of calling Mary a mentor and a colleague, and her contributions to the Greater Des Moines business community over the past 30 years are substantial, as is evident from her CV.

In her role as Professor Edrington, she is a beloved teacher and a favorite of Drake Alumni, as evidenced by the turn-out for her [Super Bowl Ad post-mortem for the Drake Alumni Association](http://news.drake.edu/2017/02/23/super-bowl-li-and-professor-edrington-you-bet/) earlier this year. Mary’s relationships with local and national corporations have given her students the opportunity to influence high-visibility brands. Her annual project with Coca-Cola, where her students collaborate on a real corporate marketing campaign, is just one such example. For her efforts, Mary was recognized with the University’s highest teaching honor in 2013: *The Madeline Levitt Teacher of the Year Award*.

Mary goes out of her way to mentor colleagues, students, and alumni. She has been nominated three times for the *Outstanding Mentor of the Year Award*, which she was first awarded in 1999. Mary is also the 2004 winner of Drake’s *Don Adams Spirit of Drake Award*, which is bestowed by the Athletic Department for exemplifying the spirit of Drake through mentoring, advising, and role modeling. Mary stays in touch with many of her former students, some of which have gone onto celebrity status in fields ranging from athletics to the arts. I have witnessed first-hand how alums seek out Professor Edrington when they come back to campus for the Drake Relays.

Mary’s reputation as a mentor and educator is matched by her history of service to both the University and the wider community. Mary is currently a member of the AE Board of Directors, serves on the Des Moines Symphony Board of Trustees, and has been actively involved in leadership roles at the Iowa Chapter of the American Marketing Association since 1986. These are only a few examples of the many ways that Mary devotes her time and talent to organizations in Greater Des Moines, she is also frequently invited to be a guest speaker for various local and national organizations.

I have first-hand knowledge of Mary’s work ethic and devotion. I am proud to have Mary Edrington as a mentor - her insights and support have been invaluable as I myself have made the transition from the corporate sphere to academia. I can think of no one more deserving of this award.

Regards,

Asst. Professor Heidi C. Mannetter

Drake University

Heidi.Mannetter@Drake.edu

515-299-0207