

Wednesday January 10, 2018



Letter of Recommendation for:

Mary Luna-Duffy, Office Manager / Girl Scout Troop Leader / Mentor / Mother
ETHOS Design Group, Inc.
119 Second Street
Polk City, IA 50226

Dear Friends at the Business Record:

ETHOS Design Group was founded in 2012. Shortly thereafter our practice and staff began to grow, and it became clear that we may have been short-sighted in under-estimating our needs for a front desk person. We were blessed to receive a resume from one Ms. Mary Luna-Duffy. What began as answering the phones, filing and writing checks, has evolved to accounts manager/human resource manager/marketing manager/hiring manager. I now nominate Mary for the 2018 Class of 40 under 40.

Mary is a 2005 Graduate of Drake University with a degree in Journalism and Mass Communications. Prior to accepting a leadership position with ETHOS Design Group, Mary worked professionally in Community Relations, Business Development, Volunteer Coordinator and Recruiter.

Mary is also a highly visible and very dedicated volunteer in the Elkhart and Polk City Communities, and in the North Polk School District.

- Mary is not only a troop leader but also a registrar and new leader mentor for six years now. She is a passionate and devoted mentor to Girl Scouts, promoting positive self-esteem and service to others.
- In 2015, Mary was the Recipient of the GSGI Volunteer of Excellence award – proof of her dedication and impact she's had on young girls.
- Mary is a member and regular attendee of Polk City Chamber of Commerce events, including leading the Children's Craft Table at the 2016 Four Seasons Festival.
- She is involved in the North Polk Central PTA.
- Mary is most proud of her two children and she always speaks highly of her husband who is a Medical Officer at Camp Dodge in Johnston.

It seems the above achievements and accomplishments are notable enough to conclude this nomination. However, we know Mary best through her dedicated leadership as Office Manager at ETHOS Design Group. Since her hiring, Mary has essentially re-written the job description of her position by exceeding our expectations, and doing her work to a higher level than ever expected.

Mary's accomplishments at ETHOS include:

- Mary is responsible for hiring & human resources, book keeping, invoicing, payroll, and tax preparation.
- She led a successful transition of company books from Excel to QuickBooks, moving us from beans and post-it notes to actually being able to run our business and know what we're doing.
- Mary is responsible for maintaining, designing, and researching marketing and presentation materials using Adobe and Microsoft Office software.
- Mary led our successful rebranding effort, helping us to aspire beyond our initial vision for business growth and development.

- Mary seeks out and collaborates with outside professionals on legal, human resources, marketing, and accounting matters.
- Mary does the editing of technical specifications and regularly assists executive and technical professionals in our office with proofreading and copy editing on marketing and technical documents.
- Mary manages and maintains administrative filings with the State of Iowa and professional licenses in 5 states.

Mary is much more than our Office Manager, she's the Gladiator in our office, taking on new tasks without flinching, accepting new responsibilities with grace, and bravely meeting face to face with the IRS while the rest of us were "too busy with our professional responsibilities", more like just plain afraid.

Selfishly we'd like for no one in Central Iowa to know the achievements of our Office Manager and we'd like to keep the secret of her value to our organization. In the past 12 months I've had no less than 2 other business owners and professional colleagues ask "I need to hire a new Office Manager for my business. Would you be willing to tell me how you found Mary?"

More than anything it's Mary who deserves this honor. We are proud to nominate Mary Luna-Duffy for the 2018 Class of 40 under 40.

Timothy A Olson, AIA, NCARB, LEED AP

Principal | Managing Partner

ETHOS Design Group, Inc.

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