

SIMPSON COLLEGE



17 December 2018

**Des Moines Business Record
40 Under 40 Selection Committee
100 Fourth Street
Des Moines, IA 50309**

To the Committee:

I write to enthusiastically endorse the nomination of Emily Schettler, a communication strategist at The Harkin Institute at Drake University, for membership in the 40 Under 40 Class of 2019. I've known and worked with Emily since she was a first-year student at Simpson College, where I'm chair of the Multimedia Communication program, and I've followed her career with interest since she graduated in 2010. She is the kind of young professional who will make Des Moines a vibrant cultural and educational center in the years to come.

As a journalist, Emily has been among the best I've taught in my three decades at Simpson. Originally a chemistry major who'd enrolled in a freshman honors seminar I taught in Fall 2006, Emily quickly learned that writing and reporting were her true interests. While many journalism students love to write, they're typically less interested in reporting. That wasn't the case with Emily, who thrived on reporting, moving up the ladder of our student-media organization to ultimately become editor of *The Simpsonian*, the nation's oldest student newspaper. Her award-winning work included reporting on a sensitive sexual-misconduct scandal involving a faculty member who was suddenly dismissed from the college in the middle of a term.

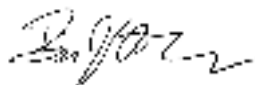
Emily also built her skills as an intern in her hometown of Carroll but also in Washington, D.C., at *USA Today*. With her credentials, she moved quickly into an entry-level reporting position at the *Des Moines Register*, then on to serving as a communication specialist at the Association for Business & Industry in Des Moines, and now to The Harkin Institute.

At the institute, Emily has done a great job of reaching out to key constituencies in the community and has, in my judgment, been a significant player in improving the visibility of the organization. Just this fall, I have attended two Harkin Institute events, both of which were sold out, and I attribute much of that success to Emily's work.

One of the wonderful benefits of my work is being able to watch my former students transition from teenagers into community leaders. Among the hundreds I have taught over the years, Emily's story is among the most satisfying. I believe she deserves a spot in the 40 Under 40 Class of 2019.

Please be in contact with me should you have any additional questions as you consider her qualifications.

Sincerely,



Brian J. Steffen, Ph.D.
*Professor and Chair of
Multimedia Communication*