The Des Moines Business Record

100 4th Street

Des Moines, IA 50309

Re: 40 under 40 Nominations – Recommendation Letter for Mike Israel

January 6, 2014

Dear Business Record Judges:

I am delighted & honored to write you regarding Mike Israel as a nominee for the Des Moines Business Record’s 40 under 40.

I have known Mike for approximately eight years. We originally met as graduate students in the University of Iowa’s MBA program.

During our time in the MBA program, Mike and I partnered together through a variety of courses. Beginning with corporate finance and ending our coursework with the business simulation Capstone course, Mike proved time and again to be an intelligent, hardworking, team oriented partner.

Mike is someone who always gives his best effort, but also works to help others achieve their goals. Mike is generous with his time, respectful of others opinions, yet not afraid to share his own. He is the epitome of being a leader through transparency and facts, also a team player knowing groups of people can accomplish more than any individual could on his own.

I’ve been fortunate to continue to stay in touch with Mike over the years after our graduate work ended. His professional presence is complimented by his work in civic and charitable organizations. We recently participated together in a charity golf tournament that rose over $90,000 for four local charities.

I believe Mike Israel would be an outstanding choice for the Business Record’s 40 Under 40 list. He is someone that fits the qualifications well, and will continue to emerge as a leader in the Des Moines area. I am lucky to have gotten to know him and I am proud to call him my friend.

Thank you for your time and consideration.

Sincerely,

Doug Loots

SVP – Mercer Corporation

Director, University of Iowa Marketing Institute and Adjunct Faculty

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