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November 3, 2025

Dr. Kenneth Elgersma, Chair  
University Faculty Senate  
University of Northern Iowa  
Cedar Falls, IA 50614

Dear Dr. Elgersma & University Faculty Senate members,

I am honored to support **Dr. David Surdam's** application for **emeritus status** at the University of Northern Iowa. Over more than 20 years in the Department of Economics, Dr. Surdam has made lasting contributions through teaching, research, and service. He has provided foundational guidance in the classroom, published in reputable peer-reviewed journals, authored numerous books and book chapters, and served the department, college, and university with dedication. His excellence across all aspects of academia has been recognized through the University Book & Supply Outstanding Teaching Award (2009), the James F. Lubker Faculty Research Award (2016), the College of Business Administration's Distinguished Service Award (2017), and the Regents Award for Faculty Excellence (2018).

In the classroom, Dr. Surdam fosters critical thinking and encourages students to apply economic concepts across diverse contexts. He has taught a wide range of courses, including several that contribute to the business core and UNIFI curriculum; these courses are key to student retention and recruitment of economics majors.

Dr. Surdam's research applies microeconomic analysis to historical and ethical issues in professional sports. He has published over 20 peer-reviewed articles in respected journals (e.g., *Journal of Sports Economics*, *Journal of Economic History*, *Southern Economic Journal*, *Journal of Economic Education*), 11 books, and numerous book chapters. In addition to the research awards noted above, he has received multiple summer fellowships and professional development assignments to support his scholarship.

Dr. Surdam has meaningfully served the university, community, and profession. He has advised student organizations, coordinated departmental assessment, and served on numerous committees. These include the UNIFI committee, Lubker and Distinguished Scholar Award committee, Intercollegiate Athletics Advisory Council, University Book and Supply Teaching Award Committee, Education Policy Committee, College Faculty Senate, and MBA Program Committee. He has also served on various departmental and administrative search committees,

including the University's Presidential Search Committee in 2016. He is a dependable colleague who consistently steps up to support others.

Dr. Surdam's career reflects a deep and sustained commitment to academic excellence and institutional service. I am pleased to support his application for emeritus status.

Sincerely,

*Alicia Rosburg*

Alicia Rosburg

Department Head & Robert J. Waller Professor of Economics