

09/21/2017
Cedar Falls

Dr. Michael Walter
Chair, University Faculty Senate
University of Northern Iowa
Cedar Falls, IA 50614

Re: Emeritus Status Request for Dr. Michael Klassen.

Dear Dr. Walter:

Dr. Michael Klassen in the department of Marketing, College of Business, has provided over 10 years of meritorious service. I highly recommend that he be given Faculty Emeritus Status. Examples of his service include several years on the CBA faculty senate, being an active participant and member of the University Liberal Arts Core Curriculum Committee and the University Research Committee. Over and above his service activities, Dr. Klassen has an extensive record of publications in the areas of advertising and promotions, having published over forty articles. His research has featured on *ABC 20/20*, *NBC News Magazine* – *Europe/Asia*, and *National Public Radio*. Dr. Klassen has also appeared on *Dateline NBC*.

Regards,



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