



September 26, 2014

To Whom It May Concern:

I was involved in the "Captain Conservation" campaign, which was implemented in the fall of 2013, through my role as advisor to the student ad agency, Flypaper Creative Services. I have a Ph.D. in communications, 20+ years experience working in a professional ad agency and ten years teaching advertising at MSUM. I believe this was a strong campaign that was noticed and appreciated by the student body.

Flypaper's partnership with the Office of Sustainability has proven to be beneficial to both entities. Because of the varied skills in the group, we were able to produce a multi-media campaign to reach more students. Our group enjoyed working on the campaign and we all learned new information about conservation on campus. The idea was innovative, fun (always a requirement with student campaigns), and can be built upon for a years to come.

Best Regards,

A handwritten signature in black ink that reads "Jody Mattern". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jody Mattern, Ph.D.
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