

# IOWA STATE UNIVERSITY

OF SCIENCE AND TECHNOLOGY

## Cyclone Hockey

Iowa State University

B7A I Ed 2

Ames, IA 50011-3130

515.294.6164 – office

515.294.1123 – fax

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To Whom It May Concern:

I have been at Iowa State University for over 40 years working with various departments within the University and have worked with many students over that span. Although I enjoy my work with academics, my true passion is Cyclone Hockey as I am the Head Coach and General Manager of our very successful organization.

As you know, successful organizations have excellent people working for them and with them to make the operation run as smoothly as possible. Trevor Turnbull has had an overwhelming influence on our organization, both as a player in 1999 and now as an advocate for social media and social networking to increase the awareness of our great product.

Over the past six months, Trevor has consulted with the Iowa State Cyclone Hockey team on social media and helped us establish our social accounts as well as assisted our marketing team in implementing a social media strategy. With Trevor's guidance, our hockey program has seen dramatic improvements in communications and significant increases in engagement with our fans. Our coaches, staff, and players have also learned the value of building their personal brand online in helping expand their professional network. Trevor exemplifies all of the qualities that make up an Iowa State Cyclone Hockey alum - character, determination and a winning attitude!

Trevor comes with my highest recommendation for a position with your company. His ability to communicate and increase our bottom line would make him a welcome addition to any staff working in the sports industry.

Please feel free to contact me for additional information.

Respectfully,

Dr. Alan Murdoch  
Head Coach & General Manager  
Iowa State Cyclone Hockey  
515-294-6164 - Office  
amurdoch@iastate.edu