

November 25, 2020

Dear Selection Committee,

It is my great pleasure to recommend [NAME] for the McCord Scholars Program. I served as a reference for [NAME] when she applied to the program last year, and I am happy to write a recommendation letter for her this year. As described in the McCord Scholars Program mission statement, the scholarship committee seeks business students who demonstrate **excellent academic ability** and **strong leadership skills**. Within the short space of this letter, I hope to convey how [NAME] is an exemplary candidate for the McCord Scholars Program.

I have known [NAME] for over a year, beginning as [NAME]'s research mentor and advisor for the Barrett Honors Fellows Program (Fall 2019) in the Food and Agribusiness (FAB) Lab. Upon completion of her position as Barrett Honors Fellow, [NAME] continued working with me on several research-related efforts in food marketing and food supply chain issues, the outcomes of which include the following:

- Lead an independent study focusing on drivers of “fad” foods and food marketing strategies that cater to diet and lifestyle trends,
- Developed a GitHub repository that documents the data collection process for acquiring nation food trend data through Google Trends,
- Compiled publicly available, government data to match ZIP-code level income data with county-level statistics,
- Cleaned and classified an unstructured dataset of major food retail mergers and acquisitions, and
- Composed a literature review for a peer-reviewed journal article on food supply-chain resilience.

Having worked alongside [NAME], her aptitudes are truly among the top in her class. Beyond that, [NAME]'s personality is what I have enjoyed most about our ongoing working relationship. Three strengths that [NAME] possesses that distinctly exemplify this program are **self-motivation**, **curiosity**, and **authenticity**. As a junior with a heavy course load, it is an ambitious venture to be involved in any type of rigorous research project and often requires a great deal of **self-accountability**. Because of her **commitment to learning** and her ability to grasp complex topics, I have encouraged [NAME] to go beyond her comfort zone and take the initiative on several research-related assignments, which she has done with **professionalism** and **enthusiasm**.

Aside from our collaborations, [NAME] has not wasted a single moment in pursuing her academic interests and opportunities available to ASU undergraduates. These include taking on a **double major** in Accounting and Supply Chain, as well as a certificate in Food Industry Marketing and Management, which have led to **two offers for competitive internships** – one with PetSmart (Summer 2020) and another at E & J Gallo Winery (Summer 2021).

As a McCord Scholar, [NAME] would serve as an **excellent mentor** for underclassmen seeking enrichment in their academic pursuits. As a student balancing many competing priorities, [NAME] possesses two additional skills that will be a tremendous benefit to her future mentee – resourcefulness and time management. As a McCord Scholar, while she certainly will enhance her professional skill set and build a strong professional network, it will be her ability, and natural disposition, to apply her experiences to her role as a valuable peer mentor.

I recommend [NAME] for admission to this program with enthusiasm and without reservations.

Sincerely,



**Lauren Chenarides, Ph.D.**

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