



CITY OF AUBURN

City Manager

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September 25, 2019

RE: Letter of Recommendation for Mora Rowe

To whom it may concern:

May I say that with almost 30 years managing cities, the departure of Mora Rowe from the City of Auburn will be an irreplaceable loss. Her work, her successes, her methods and results I have never before seen in public sector economic development.

Mora's work is focused, fresh, innovative, and compelling. She has been able, over a two year period, to draw the attention of many of the State's most influential journalists, publishers, tourism and business leaders in creative ways. Most importantly, she has branded Auburn by getting these influencers to fall in love with the community then letting them tell our story to their audiences. An extremely authentic and cost effective approach. She combines keen strategy with an artful approach to achieve these stunning successes.

Mora consistently performs the work of at least two people while maintaining superior quality in all her work. When given even a broad task with little funding Mora has an uncanny way of becoming a force multiplier. Through unique strategies she has continually shown the ability to get influencers to enthusiastically embrace her brand and become an integral part of the campaign.

It is obvious that I can unquestionably recommend Mora for an economic development and/or marketing director position. However, should you want any additional information, please feel free to contact me at (530)305-7690.

Robert Richardson
Auburn City Manager