



NEW ENGLAND  
DIRECT MARKETING  
ASSOCIATION  
FOUNDATION

NEW ENGLAND DIRECT MARKETING ASSOCIATION FOUNDATION  
**2008 DIRECT MARKETING SCHOLARSHIP**

Dear Student and Professor:

The NEDMA Foundation is pleased to offer your students the opportunity to apply for the 2008 Direct Marketing Scholarship.

The program is designed for a marketing, advertising, or communications student who will have completed his or her sophomore or junior year by June 2008, and who is seriously interested in a career in direct marketing. This terrific opportunity consists of four parts:

- Part 1 – An Award of \$3,000 to be applied to college tuition.
- Part 2 – Attendance at a Nationally Sponsored Seminar on the basics of direct marketing. The seminar, given during the summer of 2008, is a stimulating blend of theory and hands-on direct marketing experience.
- Part 3 – A Paid Internship. The winner will explore career options during the 2008 summer in a New England firm that represents a segment of the direct marketing industry: agency, client, printer, mail house, list broker, cataloger, etc. This will be a once-in-a-lifetime opportunity for a student to take an active role in a direct marketing company.
- Part 4 – Attendance at the NEDMA Conference in May 2008. This is a chance to learn from industry professionals and network with key industry leaders.

The Student Application Form and Professor Recommendation Form are enclosed. Also included is a poster that outlines the scholarship opportunity for you to display on office bulletin boards.

If you have questions about the scholarship program, please contact Marilyn Ewer, 978.664.3877 or email [nedmafndn@comcast.net](mailto:nedmafndn@comcast.net). You can also download additional applications from our website: [www.nedma.com](http://www.nedma.com). We look forward to receiving your application.

Sincerely,

Marilyn Ewer  
NEDMA Foundation Chair

STUDENT APPLICATION FORM, TRANSCRIPT, PROFESSOR RECOMMENDATION, AND RESUME MUST BE AT THE NEDMA FOUNDATION OFFICE BY 5:00 PM ON FRIDAY, FEBRUARY 1, 2008.

The NEDMA Foundation, Inc.  
193 Haverhill Street • North Reading, MA 01864  
Phone: 978.664.3877 • FAX: 978.664.2835 • email: [nedmafndn@comcast.net](mailto:nedmafndn@comcast.net)



NEW ENGLAND  
DIRECT MARKETING  
ASSOCIATION  
FOUNDATION

## ABOUT NEDMA & THE NEDMA FOUNDATION

The New England Direct Marketing Association (NEDMA) is a trade organization dedicated to providing education about direct marketing methods to its members as well as the public at large. NEDMA provides a forum for direct marketing professionals to exchange ideas, network, and keep informed about the latest innovations in the field. This is accomplished through monthly dinner meetings, seminars, the annual conference, and our website, [www.nedma.com](http://www.nedma.com).

The NEDMA Foundation is a non-profit organization [501(c)(3)] that helps educators bring direct marketing education into the classroom. This is done in several ways:

1. The Scholarship Awards program (detailed information enclosed in this package).
2. The A. Harvey Cinamon Mentoring program (detailed information enclosed in this package).
3. Assistance with guest speakers for your classes.
4. Discounted rates for membership and/or attendance at the annual conference for educators and students.
5. The NEDMA libraries at Johnson & Wales University in Providence, RI, and The New England Institute of Art in Brookline, MA

For more information on any of these opportunities and services please contact Marilyn Ewer, Foundation Chair, 978.664.3877, or email [nedmafdn@comcast.net](mailto:nedmafdn@comcast.net).

The NEDMA Foundation, Inc.  
193 Haverhill Street • North Reading, MA 01864  
Phone: 978.664.3877 • FAX: 978.664.2835 • email: [nedmafdn@comcast.net](mailto:nedmafdn@comcast.net)



NEW ENGLAND DIRECT MARKETING ASSOCIATION FOUNDATION  
2008 DIRECT MARKETING SCHOLARSHIP

STUDENT APPLICATION

Instructions:

Please complete this form. TYPE all information. Also TYPE answers to the questions below and submit responses attached to this form. Make sure that your name and school are on the top of each additional sheet of paper. You can download additional forms from our website: [www.nedma.com](http://www.nedma.com). Send the application, answers to the questions, your resume, official transcript, and your professor's recommendation to:

NEDMA Foundation, c/o Marilyn Ewer, 193 Haverhill Street, North Reading, MA 01864

The DEADLINE for receipt of completed applications, resumes, and recommendations at the Foundation office is **5:00 PM** on **FRIDAY, FEBRUARY 1, 2008**. Incomplete or late applications, regardless of the reasons, cannot be accepted. Finalists will be required to have a personal interview with the selection committee. If you have questions, please email: [nedmafdn@comcast.net](mailto:nedmafdn@comcast.net).

Name: \_\_\_\_\_ SS#: \_\_\_\_\_

College/University: \_\_\_\_\_ Date of Graduation: \_\_\_\_\_

Current Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Current Phone: (\_\_\_\_) \_\_\_\_\_

Permanent Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Permanent Phone: (\_\_\_\_) \_\_\_\_\_

Major field(s) of Study: \_\_\_\_\_

Minor field(s) of Study: \_\_\_\_\_

Essay Questions

Your answers to the following questions are a critical element in the judging process. They should be complete and specific.

1. Why are you applying for this scholarship?
2. What course(s) in your major have interested you the most and why?
3. List your extracurricular activities and any honors you have received. Be sure to include responsibilities that demonstrate leadership, initiative, and creativity.
4. Please describe part-time or full-time employment or internship experiences you have had, especially those related to marketing, advertising, or journalism. Explain your responsibilities and accomplishments.
5. What is your special interest in the marketing/advertising/communications field?
6. How do you believe winning this scholarship will affect your short and long-term goals?
7. What does direct marketing mean to you?

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# 2008 DIRECT MARKETING SCHOLARSHIP

Sponsored by the NEW ENGLAND DIRECT MARKETING ASSOCIATION FOUNDATION

## PROFESSOR RECOMMENDATION

The Direct Marketing Scholarship is sponsored by the NEDMA Foundation, Inc. Since faculty recommendations are critical in the selection process, please make your answers as complete and specific as possible. You can download additional forms from our website: [www.nedma.com](http://www.nedma.com).

PURPOSE OF SCHOLARSHIP: To provide a cash award for college tuition and to introduce college students to the direct marketing field through an intensive nationally sponsored seminar, the NEDMA Conference, hands-on industry experience through a paid internship, and a summary final report.

QUALIFIERS: Students must have completed their sophomore or junior year by June 2008 with academic achievements in marketing, advertising, communications, journalism, or related courses.

SELECTION COMMITTEE: Finalists are required to have a personal interview with the selection committee. Executives in the field of direct marketing will award the scholarship based on information contained in the student's application and transcript, this recommendation, and the interview.

DEADLINE: This recommendation, attached to the student's full application and resume, must be received by the selection committee no later than 5:00 PM on FRIDAY, FEBRUARY 1, 2008. Late applications and recommendations, regardless of the reason, cannot be considered. Please send recommendations to: NEDMA Foundation, c/o Marilyn Ewer, 193 Haverhill Street, North Reading, MA 01864

---

PLEASE TYPE OR PRINT

Your Name: \_\_\_\_\_ Title: \_\_\_\_\_

College/University: \_\_\_\_\_ Department: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Current Phone: (\_\_\_\_) \_\_\_\_\_

Courses you teach: \_\_\_\_\_

---

For our records, please list below any direct marketing courses that are offered at your school and/or any courses that include some instruction in direct marketing within the curriculum.

---

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please turn over and complete the other side

The NEDMA Foundation, Inc.  
193 Haverhill Street • North Reading, MA 01864  
Phone: 978.664.3877 • FAX: 978.664.2835 • email: [nedmafndn@comcast.net](mailto:nedmafndn@comcast.net)

Student's Name: \_\_\_\_\_

College/University: \_\_\_\_\_

How long have you known this student? \_\_\_\_\_

What course(s) of yours has he or she taken? \_\_\_\_\_

\_\_\_\_\_

How does this student distinguish him/herself from other students in your class (i.e., extra work, leadership roles, outside activities, superior reports, class work, etc.)?

\_\_\_\_\_

\_\_\_\_\_

Please comment on the student's enthusiasm, class participation, class contribution: \_\_\_\_\_

\_\_\_\_\_

What is his/her degree of interest in advertising, marketing, direct response, etc.? \_\_\_\_\_

\_\_\_\_\_

Why do you feel this student would benefit from this scholarship? \_\_\_\_\_

\_\_\_\_\_

Other comments (use additional paper if necessary). Please note that while recommendations should be based primarily on in-course experience, please feel free to list any other accomplishments of the student which might help the selection committee in its evaluations.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_