



NEW ENGLAND
DIRECT MARKETING
ASSOCIATION
FOUNDATION

NEW ENGLAND DIRECT MARKETING ASSOCIATION FOUNDATION
2007 DIRECT MARKETING SCHOLARSHIP

Dear Student and Professor:

The NEDMA Foundation is pleased to offer your students the opportunity to apply for the 2007 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 2007, 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 2007, 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 2007 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 June 2007. 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. You can also download additional applications from our website: www.nedma.com. We look forward to receiving your application.

Sincerely,

Marilyn Ewer
NEDMA Foundation Chair

STUDENT APPLICATION FORM, TRANSCRIPT, AND PROFESSOR RECOMMENDATION MUST BE
AT THE NEDMA FOUNDATION OFFICE BY 5:00 PM ON FRIDAY, FEBRUARY 9, 2007.

The NEDMA Foundation, Inc.
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