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\$500 STUDENT ADVERTISING SCHOLARSHIP

The Fox River Ad Club proudly announces the annual \$500 Student Advertising Scholarship competition. The purpose of The Fox River Ad Club Student Advertising Scholarship is to provide financial assistance to exceptional Northeast Wisconsin college students preparing for a career in the fields of advertising, marketing or communications.

Number of Fox River Ad Club Student Advertising Scholarships Awarded
Two \$500 scholarships will be awarded.

Criteria

The scholarship applicant must be a full-time undergraduate student at a two- or four-year college.

1. Four-Year college student that is sophomore or junior during the 2006-2007 academic school year, or
2. Two-Year technical college student in their first year of study
3. Possess a minimum GPA of 3.0 on a 4.0 point system
4. Major in Marketing, Communications, Journalism, Art, Graphic Communication, Multi-Media/Interactive/Web Development or related area of study
5. Exhibit an interest in a future career in the fields of advertising, marketing or communications
6. Applicant must be enrolled at a college in Northeast Wisconsin – UW-Green Bay, UW-Oshkosh & UW-Fond du Lac, UW-Sheboygan, St. Norbert College, Lawrence University, Lakeland College, Fox Valley Technical College, Northeast Wisconsin Technical College, Ripon College, Marian College, Silver Lake College, and Menominee Nation College – Green Bay & Keshena.

Restrictions

This is a one-time scholarship only.

Students who have previously been awarded this scholarship are no longer eligible.

Required Materials

1. Cover letter
2. Resume
3. CD-Rom or online portfolio featuring at least 5 pieces of work that best express applicant's skill level, personality and interest in advertising
4. Answers to 3 essay questions of applicant's choosing.
5. List 3 references
6. Provide copy of college transcripts to verify program enrollment and grade point average
7. Provide address of college financial aid office

Value of Scholarship

1. Scholarship recipient will receive \$500 towards their college education
2. Scholarship recipient will receive a complimentary 1 Year Student membership to Fox River Ad Club. Student membership term shall be September 2006 thru July 2007.
3. Scholarship recipient will serve one year on the Fox River Ad Club Board of Directors as Student Involvement Chairperson. Board of Directors position term shall be September 2006 thru July 2007.



Application Available

April 2006

Fox River Ad Club members will distribute applications to Northeast Wisconsin colleges.

Scholarship application information can be downloaded on the Fox River Ad Club website: <http://www.foxriveradclub.com> (please see enrollment criteria listed above.)

Application Deadline

Friday, April 28, 2006

Application Submission

Scholarship application materials must be mailed to:

Fox River Ad Club Scholarship

Dana VanDen Heuvel

1025 Emilie Street

Green Bay, WI 54301

Selection of Scholarship Recipients

The Fox River Ad Club Student Advertising Scholarship Selection Committee, consisting of three Fox River Ad Club members, will review all applicants and make final selections of scholarship recipients.

Notification

Scholarship recipients will be notified by letter or phone call no later than Friday, May 19, 2006.

\$500 will be paid directly to the recipient's college financial aid office no later than Monday, October 2, 2006.

Scholarship Announcement

1. Fox River Ad Club Student Advertising Scholarship recipients will be announced in May.

2. Scholarship recipients will be listed on the Fox River Ad Club website after May 19am, 2006.

<http://www.foxriveradclub.com>

3. Fox River Ad Club will submit press releases to Northeast Wisconsin newspapers announcing the selection of Fox River Ad Club Student Advertising Scholarship recipients.



**FOX RIVER AD CLUB
\$500 STUDENT ADVERTISING SCHOLARSHIP**

ESSAY QUESTIONS:

Answer 3 essay questions of your choice. Please include the answers to these essay questions on a separate sheet of paper.

What are your major strengths or talents and how will they help you in your advertising career?

What is your career goal in the advertising industry and why?

What are your exceptional talents?

What is your “dream job” and why?

Why are you suited for a career in advertising?

What do you see as the largest challenge facing the advertising industry over the next 10 years?

What is your definition of exceptional advertising?

What is your definition of creativity?