

# THE UWEC-AMERICAN MARKETING ASSOCIATION TOMKOVICK LEADERSHIP AWARD

## PURPOSE AND GENERAL CONDITIONS GOVERNING THE AWARD

The Scholarship Program shall be administered by a committee consisting of the advisor of the University of Wisconsin Eau-Claire American Marketing Association in conjunction with UWEC marketing faculty. It is the intention of the committee to award the UWEC-AMA Tomkovick Leadership Award each spring semester to a selected and deserving candidate. An annual scholarship of \$250.00 will be awarded. Consideration for scholarship awards shall be based on criteria established by the Awards Committee and the executive board of the UWEC-AMA.

Scholarship applications must be received by April 20th at 6 p.m. Central Time (submit to Dr. Swanson: swansosr@uwec.edu). The Scholarship Committee shall review all properly completed applications. Once approved, the funds will be dispersed to the recipient. In the event the recipient voluntarily discontinues his or her university education, or fails to remain in good standing as prescribed by the American Marketing Association for continuation, (s)he shall forfeit all rights of the scholarship, and the money shall revert to the fund.

## QUALIFICATIONS OF CANDIDATES

1. Applicants must be current National AMA members of the UWEC collegiate chapter.
2. The candidate must be a full time student.
3. The candidate should be involved in developing their marketing skills both on and off campus, including a demonstrated leadership role within the UWEC-AMA Collegiate Chapter.
4. If selected as a recipient, individuals must maintain their AMA membership.

## SELECTION OF CANDIDATES

1. Eligible candidates will be invited to participate in the scholarship process based on the previously noted qualifications of candidates.
2. The final selection of the candidate(s) will be made by the Scholarship Committee with possible input from representatives of the UWEC-AMA Executive Board.
3. To be considered complete, an application shall include the following information:

**A current resume.**

**In deciding the relative merit of applicants and final selection(s), the candidate(s) will submit a 500 word essay on the following topic: *How your experiences have prepared you to make contributions as a leader to your profession and society. Examples to consider would be involvement in student organizations, athletics, internships, international experiences or community service.***

## STATEMENT OF UNDERSTANDING

The Scholarship Committee has the authority and responsibility to steward this scholarship as outlined by this document. If for reasons in the future it should be impractical or impossible to disburse this scholarship, the Scholarship Committee in consultation with the appropriate representative(s) of the UWEC-AMA Executive Board has the right to modify the criteria to allow for distribution of the scholarship. Any potential changes will be made as closely as possible in keeping with the mission and objectives of the UWEC-AMA.

