



WPMA CEO,
Gene Inglesby

My Favorite **MEMBER SERVICE**

One of my favorite WPMA Member Services provided to our Members and their Employees is the WPMA Scholarship. WPMA awards eight \$4,000 merit scholarships a year; one to a deserving student within each of the seven WPMA member states, and one to a student from an associate member company. Applicants must be a graduating high school senior and the son or daughter of a WPMA marketer or their full-time employee, whose primary residence is located within the WPMA state where the membership resides; or a graduating high school senior who is the son or daughter of an associate member or of a full-time, permanent employee.

The WPMA Scholarship Program was designed to assist in the education of children of employees of marketer member and associate member companies. The program provides four-year scholarships to high school seniors who will be attending college or vocational programs.

The Scholarship Foundation awards one scholarship of up to \$4,000 each year in each of the seven WPMA states; and one for the dependent of an associate member. This scholarship is paid out in \$500 payments twice a year, and is renewable for up to three years if the student meets the eligibility requirements, therefore making it a possible award of \$4,000. Since its inception in 1990, the WPMA Scholarship Foundation has paid out \$673,500 in scholarship awards to 212 children.

Eligibility for the Scholarship:

- 1. State Scholarships:** Applicant must be a graduating high school senior who is the son or daughter of a WPMA marketer member or of a full-time, permanent employee (part-time and temporary employees are not eligible), whose primary residence is located within the state where the membership resides.
- 2. Associate-at-Large scholarship:** Applicant must be a graduating high school senior who is the son or daughter of an associate member or of a full-time, permanent employee.
- 3. The student must be a dependent** based on the guidelines of deductibility for income tax purposes.

The scholarship applications are sent out of the WPMA office for grading by a high school teacher and a college professor, and are scored in five categories: **1.** High school transcripts, **2.** SAT or ACT scores, **3.** Financial need, **4.** Extracurricular and community activities, **5.** Required essays on education and career goals

Each category is given a maximum of twenty points, so each category receives one-fifth of the total score. Failure to include the required document(s) in any one of these categories results in a lower scoring.

The odds of receiving a WPMA scholarship are probably some of the best a student will have, as we usually get a total of less than forty applications submitted. I am sad to say some years we only get one applicant in a state, and there have been years when we have not received a single application from one of our states. This breaks my heart, because I know one of our members or their employees in that state had a student who qualified to apply.

As members of WPMA, I hope you are promoting the WPMA Scholarship to your employees as an employee benefit. WPMA has several resources available for you to advertise it as a benefit. Simply go to **wpma.com** and click on the scholarship tab at the top of the home page. On the right-hand side of the scholarship page you will see several downloadable documents to use as payroll stuffers, break-room announcements, and more. If you do not see what you are looking for, please contact Kathy Michaelis, our Scholarship Coordinator, at the WPMA office, and she will help customize a flyer for you and your company.

Please use the WPMA Scholarship as an employee benefit for you and your employees. Help get the word out, so we can award all eight of our WPMA Scholarships every year!