

Re: 2010 IWMC Business Partner Scholarship

The Insurance Women of Mercer County is a local non-profit organization comprised of members of the insurance profession. Our organization is committed to cultivating a network of insurance professionals that respect each other's differences and enhance each other's strengths by:

- * Providing leadership opportunities to our members as part of an association within the insurance profession.
- * Providing continuing education credits to insurance professionals in Mercer County.
- * Educating the public on safety as well as legislative issues.

Every year, IWMC will make an effort to give Mercer County High Schools and families of active IWMC members the opportunity to have their senior college-bound students apply for a scholarship. The scholarship is based upon each student writing an essay on the student's choice of one of three questions.

IWMC will be awarding one \$ 400.00 scholarship for one year, which will be presented at the IWMC'S Industry Night in June 2010.

Enclosed is a copy of our guidelines and the application. Additional copies are available online at www.theiwmc.org under "projects". We encourage all senior college-bound students, male or female, to apply.

Their intended course of study is not considered. Grade point average and academic ranking are also not factors. If you have any questions regarding the scholarship or the judging rules, please contact me at 732-833-7318. You can also e-mail me at pat.ulrich@yahoo.com.

We look forward to receiving and reading your student essays.

Sincerely,


Patricia B. Ulrich RN, AIC, AIM, AIT, CPIW

IWMC Business Partnering Chairperson

INSURANCE WOMEN OF MERCER COUNTY

An affiliate of the National Association of Insurance Women (International)

Scholarship Essay Rules and Judging Criteria - 2010

- Each applicant must choose one of the following topics and write an essay.
 - What would you say is the most pressing problem facing people of your generation and what would you do to help solve it?
 - What can the insurance industry do to help young drivers be safe drivers?
 - New Jersey does not have a recruitment plan to bring young people into the Insurance Industry. What would be an incentive for students to pursue an Insurance career? Please elaborate.
- Essays must be between 300-500 words. Please supply us with a word count. Points will be deducted for failure to provide a word count, or for essays falling short or exceeding word limits. If using Microsoft Word, go to Tools, word count.
- Essay must be typed on 8 1/2 x 11 – letter size paper.
- A completed application must accompany the essay (attached). This form will contain the student's name, high school and verification by the school guidance counselor that the senior applying for the scholarship is planning to attend college in the fall. Failure to submit this form results in immediate disqualification.
- Do not include your name or high school in the body of the essay. That information will be contained in the cover page, attached to the essay. Essays will be numbered by the scholarship chair, scanned and distributed to the judging panel on an anonymous basis. Points will be deducted if this format is not followed.
- Scholarship deadline:** Essay must be postmarked no later than 3/31/2010 (any essay postmarked after this deadline will be disqualified). Essay winner will be announced approximately the first week of May. Only the essay winner and their school will be contacted.

Mail to: IWMC Scholarship
P.O. Box 7289
West Trenton, N.J. 08628

- The scholarship winner and two guests will be invited to attend IWMC's Industry Night and Awards dinner to be held on 6/2010 at Freddie's Tavern in West Trenton to receive their scholarship award. A certificate will be sent to the school for presentation at the winner's own high school scholarship and award ceremony.
- Judging criteria:** Based on a possible 70 points. The judges are instructed to read each essay on an individual basis and not compare it to other essays. In the case of a tie, the essays are resubmitted to the judging panel, and then rescored on comparison of the two essays.

Following the directions above	20 points
Spelling	10 points
Grammar	10 points
Content (is it interesting to the reader)	10 points
Organization of thoughts	10 points
Was essay question answered?	10 points

Insurance Women of Mercer County

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Application # _____

For use by /WMC only!

\$400 Scholarship Application

Student's Name _____

Mailing Address: _____

Home Telephone #: _____

High School: _____

Student's Signature: _____

2010 Essay Topics:

- A. *What would you say is the most pressing problem facing people of your generation today and what would you do to help solve it?*

- B. *What Can the Insurance Industry do to help young drivers be safe drivers?*

- C. *New Jersey really doesn't have a recruitment plan to bring young people into the Insurance Industry. What would be an incentive for students to pursue an Insurance Career? Please elaborate*

To be completed by Guidance Counselor:

I hereby attest that the above-referenced student is a graduating senior who has applied and will be attending post-secondary education.

Guidance Counselor Name: _____

Signature: _____

Date: _____

Fellowship – Loyalty - Education