

# Pennsylvania Dairy Promotion Program

## 2020 Dairy Product Marketing Scholarship - \$3,000



### Eligibility Requirements:

- Full-time undergraduate students entering their sophomore to senior year as of Fall 2020.
- Students enrolled in a college or university in Pennsylvania or residents of Pennsylvania with an interest in the dairy marketing industry.
- Students with a minimum GPA of 3.0 (on a 4.0 scale).
- Completed application form (including essay responses), one letter of recommendation (non-family, professor and/or employer references only) and a most recent transcript.
- Preference shall be given to a student who has experience in the dairy industry, or who shows an interest in marketing dairy foods as part of his or her undergraduate work or future career.
- All applications must be typed. Incomplete applications will not be considered.

### Application

Name: \_\_\_\_\_ Graduation Year: \_\_\_\_\_ GPA: \_\_\_\_\_

Student ID Number: \_\_\_\_\_ Class Year: \_\_\_\_\_ Major/Minor: \_\_\_\_\_

Permanent Home Address: \_\_\_\_\_

College Address: \_\_\_\_\_

Cell Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Information provided with this application will be reviewed by our scholarship selection committee.*

**Completed application, essay questions, one letter of recommendation and your most recent transcript must be postmarked by December 14, 2020.**

Return by mail to:

American Dairy Association North East  
Attn: Cara Trotter-Itle, PDPP Scholarship  
100 Elwood Davis Rd.  
North Syracuse, NY 13212

**OR submit via email to Cara Trotter-Itle at [ctrotter@milK4u.org](mailto:ctrotter@milK4u.org), with subject line: 2020 PDPP Dairy Product Marketing Scholarship by December 14, 2020.**

**Application must be COMPLETE and TYPED to be considered for this scholarship. Applicants with a GPA lower than 3.0 will not be considered.**

Winner will be notified by January 4, 2021.

*Application continues on next page.*

## Activities

Please list up to five of your top extracurricular activities. (Preference given to dairy/food marketing related activities.)

| <u>Organization</u> | <u>Length of Involvement</u> | <u>Leadership Positions Held and Responsibilities</u> |
|---------------------|------------------------------|---|
|                     |                              |   |
|                     |                              |   |
|                     |                              |   |
|                     |                              |   |
|                     |                              |   |

**Awards and Special Recognitions:**

Please list up to five of your top awards and/or special recognitions received. (Preference given to dairy/ food marketing related recognitions.)

| <u>Award</u> | <u>Organization Received From</u> |
|--------------|-----------------------------------|
|              |                                   |
|              |                                   |
|              |                                   |
|              |                                   |
|              |                                   |

## Work Experience:

Please list up to three of your most recent work-related or volunteer experiences.

| <u>Organization</u> | <u>Length of Involvement</u> | <u>Responsibilities</u> |
|---------------------|------------------------------|-------------------------|
|                     |                              |                         |
|                     |                              |                         |
|                     |                              |                         |

## Essay Questions:

Please answer **each** of the following essay questions in 250 words or less. Be specific in your answers and be sure to include examples.  
*(A separate sheet may be attached to application.)*

1. Discuss your career aspirations. How will you represent the dairy industry through your work after graduation?
2. What can the dairy industry do to improve the way we are marketing and selling our products?