

# ***“New Car and Truck Dealers – American Dream” Scholarship Program***

2012 Scholarship Program

The term “American Dream” first appeared in a book written by James Truslow Adam where he stated the American Dream is ‘that dream of a land in which life should be better and richer and fuller for everyone, with opportunity for each according to ability or achievement.’”

From Henry Ford and Lee Iacocca to the new car and truck dealers in your local community, many in the auto industry have strived for the American Dream.

Washington state’s franchised new car and truck dealers serve 75 communities around the state and together provide over 17,000 people with good, family-wage jobs. Auto dealers reinvest and contribute millions to Washington state communities through taxes and contributions to charitable organizations.

The state’s new car and truck dealers have worked hard to establish and grow their businesses and in turn, give back to their communities in hopes of making it a better place and helping others achieve their own American Dream.

## ***Tell us in an essay . . .***

What does the American Dream mean to you and how do you plan to fulfill it?

## ***You may be handsomely rewarded . . .***

Two \$2,500 scholarships will be awarded – one each for an eastern Washington student and a western Washington student.

## ***Here are the details . . .***

**Eligibility:** Only high school seniors enrolled in a Washington State public or private high school, as well as those who are home-schooled and reside in Washington State, are eligible to enter. The **Student Information/Release Form** must be included which provides student and school information, parent permission and statement of originality from student and a teacher/advisor. Immediate family members of WSADA Dealer Member owners/principals are not eligible.

## **JUDGING CRITERIA:**

### **Essay = 70 points**

- Two page, double-spaced essay (approximately 500 – 700 words)
- First and last name should appear on the top right side of each page

### **Two Letters of Recommendation = 20 points**

- One from a teacher or school advisor on school letterhead
- One from a service/charitable organization on organization letterhead

### **Resumé = 10 points**

- One page outline of high school achievements, activities, awards, work and/or volunteer experience

**Judging:** A committee comprised of representatives from the Washington State Auto Dealers Association and its affiliates will judge entries based on vision, originality, and quality of work and evaluate each using a point system as noted above. College Planning Network ([www.collegeplan.org](http://www.collegeplan.org)), a Seattle-based, non-profit organization assisting people seeking educational opportunities, is the scholarship program administrator.

**Conditions of Award:** Recipient must use their scholarship within the 12 months following the award. It may be used at any public or private school, vocational institution, community college or four-year college or university. Awards not disbursed will revert back to WSADA.

**Winning Entries:** The winning entries may be reprinted or displayed, in whole or in part, in newsletters or other publications, cable television, and at [www.wsada.org](http://www.wsada.org) by the Washington State Auto Dealers Association. Scholarship recipients grant permission to the Washington State Auto Dealers Association to use his/her photograph, name, biographical information, and entry work as necessary in promotional or public relations materials related to the program. The organization will not share students' personal information with any third party entities.

**Deadline:** Submissions must be postmarked by April 30, 2012

### **Did you remember to . . .**

- Meet the 500 – 700 word limit for the essay
- Include a Letter of Recommendation from a school teacher or advisor
- Include a Letter of Recommendation from a service/charitable organization
- Include a Resumé of high school achievements, etc.
- Include the completed Student Information/Release Form
- Ensure the entry is postmarked by the April 30 deadline
- Make a copy of your entry and Student Information / Release Form

### **Mail it to . . .**

WSADA Scholarship Program  
c/o College Planning Network  
43 Bentley Place  
Port Townsend, WA 98368

***Good Luck!***

**2012 Washington State Auto Dealers Association  
"New Car & Truck Dealers – American Dream" Scholarship Program**

*Student Information / Release Form*

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Student Information

Student Name \_\_\_\_\_

Parent/Guardian Name(s) \_\_\_\_\_

Home Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_

School Information

School Name \_\_\_\_\_

School Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Teacher / Advisor \_\_\_\_\_

Email Address \_\_\_\_\_ School Phone \_\_\_\_\_

How Did You Hear About This Scholarship?

\_\_\_\_\_ Dealership Advertisement, In-Store Promotion or Newsletter  
Dealership Name: \_\_\_\_\_

\_\_\_\_\_ High School Counselor

\_\_\_\_\_ College Planning Network Web-Site

\_\_\_\_\_ College Planning Network Workshop

\_\_\_\_\_ Washboard

\_\_\_\_\_ Newspaper Article

\_\_\_\_\_ Other (please describe) \_\_\_\_\_

Information and Release

- By accepting a prize the winner grants WSADA the right to edit, publish, copy, display and otherwise use their entries in connection with the program, and to further use their names, likenesses, and biographical information in advertising and promotional materials, without further compensation or permission.
- Cash substitution, transfer or assignment of scholarship is not allowed.
- All expenses, including taxes (if any), on receipt and use of scholarship are the sole responsibility of the winner.
- By participating in the program and/or accepting a scholarship, you agree to release the Washington State Auto Dealers Association and any other affiliated companies from any liability, injury, damages, cost or expense, including reasonable attorney's fees, arising out of or connected to participation in the program or the acceptance, possession, or use of any scholarship.

Certification Information (MUST BE SIGNED)

I pledge that I am a 2011/12 High School Senior and that this entry is my own work. I agree to abide by all guidelines and requirements of the Washington State Auto Dealers Association "New Car and Truck Dealers - Driving Strong Communities" Scholarship Program, and I have read, understand and agree with the information in this packet, including the Information and Release.

Student's Signature \_\_\_\_\_ Date \_\_\_\_\_

I have reviewed this entry and found it meets the requirements of the Washington State Auto Dealers Association "New Car and Truck Dealers – Driving Strong Communities" Scholarship Program. To the best of my knowledge, this entry is the student's own work. Should this student's entry be selected by the judges, I understand I may be contacted to help verify that the entry represents original work.

Teacher / Advisor's Signature \_\_\_\_\_ Date \_\_\_\_\_

I have read and reviewed the rules of the program and give permission for my child to participate in the program. I understand that my child is agreeing to provide their personal information and that it will not be shared with any third parties for any reason. To the best of my knowledge, the entry is my child's own original work and I understand that all entries may be reproduced, in whole or in part, in newsletters, or other publications by the judges. I understand that the judges' decisions are final and I agree to hold harmless and defend the Washington State Auto Dealers Association and the program judges against any and all claims of any nature whatsoever, including, but not limited to, claims of copyright infringement, by any party whatsoever, arising out of or in any way related to the submission of the entry in the program. I have read, understand and agree with the information in this packet, including the Information and Release.

Parent / Guardian's Signature \_\_\_\_\_ Date \_\_\_\_\_