



DAVE REED SCHOLARSHIP **2010 - 2011 Scholarship Application**

Dave Reed was the Hawaii Advertising Federation's "Advertising Man of the Year" in 1983 and received the American Advertising Federation's "Silver Medal" award in 1992 for his many contributions to the Industry. He was nominated to the "Top One Hundred Creative Advertising People In America" by the trade publication AdDay USA (now ADWEEK magazine) in 1976 as a part of the country's bi-centennial celebration. He was president of the Advertising Agency Association of Hawaii, a national Director of the National Advertising Agency Network, and was Chairman of the Hawaii Council of the American Association of Advertising Agencies. He received over 450 awards for graphics, design and advertising from national and local industry organizations. He provided a generous donation to AAF Hawaii for scholarships to students in advertising or related disciplines

The American Advertising Federation-Hawaii (AAF-Hawaii) Dave Reed Scholarship is open to graduates of Hawaii high schools who are undergraduate college or University students entering their final year and preparing to graduate in the 2010 calendar year from either a two year or four year accredited institution in Hawaii.

Applicants must be in graphic design, communication arts, advertising or marketing disciplines with a minimum GPA of 3.0.

Two \$500 scholarships will be awarded. The scholarship will be good for the 2010-2011 school year and will be awarded in two \$250 increments (one in Fall 2010 and one in Spring 2011) for each recipient.

Applicants must submit:

1. A letter explaining why they are applying for the scholarship
2. Samples of work. For example, if your major is in Graphic Design, please submit a logo, ad, brochure and/or an ad campaign. If you are a marketing or advertising major, please submit a marketing plan or advertising strategy for a locally based client of your choice.

Additional Information needed:

1. Date
2. Name
3. Address
4. Phone
5. School
6. GPA
7. Extracurricular Activities/Public Service
8. Awards or Scholarships received
9. What is your favorite advertising campaign and why?
10. Tell us about your professional goals and aspirations

Selection will be based on merit.

All applications must be completed and submitted no later than March 15, 2010 to:
AAF Hawaii, PO Box 30969, Honolulu, HI 96820, Attn: Dave Reed Scholarship

Winners will be notified by March 31, 2010 and will be awarded the scholarship at the Pele Awards on Saturday, April 10, 2010.