

Anheuser-Busch Employees' Credit Union American Eagle Credit Union & Purina Credit Union 2016 Vince Jacknewitz Scholarship Program Rules

Anheuser-Busch Employees' Credit Union & Divisions will award six \$1,500 scholarships to eligible high school seniors. Eligible applicants must be: (1) a member of ABECU/AECU/PCU (*account must be in applicant's name*), (2) a graduating high school senior, and (3) accepted as an incoming freshman at an accredited college or university. No deposit is necessary to apply. Immediate family members of ABECU & Divisions employees are not eligible to participate.

Scholarship funds will be paid directly to the college/university and the recipient. Funds may be used for tuition, room, board or books.

Entry Requirements

All applicants must submit: (1) an official high school transcript - must include 1st semester of senior year, (2) a copy of the letter of acceptance from the college or university of choice, (3) a completed and signed official scholarship application, (4) letter of recommendation from a work/volunteer supervisor or teacher, and (5) an essay three pages, typed and double-spaced OR a 3-6 minute original video submitted via YouTube covering the following topic:

**If you were the CEO of a credit union, what would you do to make it a great place to bank?
Be creative! Your essay/video should reflect original concepts and relevant ideas that tell
your vision of a great place to bank.**

Entry must be postmarked no later than **March 19, 2016**, and entries must be sent to **ABECU & Divisions, Attention: Marketing, 1001 Lynch Street, Saint Louis, MO 63118-1803**. Video essays must be uploaded to YouTube by 11:59p.m. on March 19, 2016. ABECU & Divisions are not responsible for lost or misdirected mail or YouTube availability/file compatibility. Applicants are responsible for ensuring all required materials are received by deadline. All submitted materials are property of ABECU & Divisions.

Judging

Judging will be accomplished by a panel of representatives from Credit Union management. All materials provided to the panel will be anonymous. Each applicant will be scored in three areas of concentration. Each area has an assigned weight: (1) Essay - 60% (2) Scholastic Standing - 20% (3) Special Activities - 20% - includes community involvement and extracurricular activities.

Essays must be three pages in length, typed and double-spaced. Videos must be 3-6 minutes in length, produced and submitted by the applicant via his/her YouTube account: (1) Upload your video to your YouTube account, click Done. (2) In the Description box, enter your full name and "2016 VJ Scholarship Video". (3) Next to the Description box, Enter **marketing@abecu.org** and click the Share box at the top. (*Note: Videos deemed by the Credit Union to contain inappropriate - obscene, defamatory, dangerous, illegal, discriminatory, infringing, or otherwise deemed unsuitable for viewing will be disqualified. Any use or resemblance of the Credit Union's logo is prohibited.*)

Applicants are asked to avoid identifying themselves in their essays and videos. Essays and videos will be scored on the following: (1) Clarity of expression, (2) Content, (3) Grammar, (4) Composition, AND (5) Creativity.

Applicants will be notified by mail no later than **April 30, 2016**. Winners must begin studies within one year of notification and agree to allow ABECU & Divisions to use his/her name and photograph for promotional use. All decisions of the judging panel are final.

Any questions should be directed to Joel McDaniel: **marketing@abecu.org, 314-771-7700 or 800-325-9905 x 8309**.

2016 Vince Jacknewitz Scholarship Application

Name _____ Address _____

City _____ State _____ Zip _____ Phone _____

High School _____

College/University you plan to attend _____

Acct. # (account must be in applicant's name) _____

Special Activities

Type or print neatly. Please use backside if additional room is needed.

Community Involvement:

Activity	Leadership Roles	Special Awards/Recognition	Years Participated
			9 10 11 12
			9 10 11 12
			9 10 11 12
			9 10 11 12
			9 10 11 12

Extracurricular Activities:

Activity	Leadership Roles	Special Awards/Recognition	Years Participated
			9 10 11 12
			9 10 11 12
			9 10 11 12
			9 10 11 12
			9 10 11 12

I understand that all submitted materials become the property of ABECU & Divisions. If selected as a winner, I agree to allow ABECU & Divisions to use my name and photo for promotional use.

Signature _____ Date _____

Entry must be postmarked no later than **March 19, 2016**.