

**McNutt Scholarship Fund
Frequently Asked Questions (FAQs)**

1. Q: What is the Business Marketing Association (BMA)?

A: The BMA is the world's premier community devoted exclusively to advancing the business-to-business (B2B) marketing profession. The Association connects students and marketing professionals of all ages with peers, ideas and resources.

2. Q: Who is the NorCal BMA?

A: The Northern California Chapter of the Business Marketing Association (NorCal BMA) was first established in San Francisco in 1938. The people who make up our organization are Bay Area marketing professionals who do the big jobs, who define business goals, direct business strategy. They are idea people, visionaries and leaders, strategists and implementers. Professional members serve as VPs, directors, managers, entrepreneurs, and professionals who stand out in a crowd. Learn more at <http://norcalbma.org>

3. Q: Which companies are represented at the NorCal BMA?

A: Many well-known brands are involved with the NorCal BMA, including Adobe, Agilent Technologies, Amazon, Brocade, Carnegie Mellon University, Cisco, eMarketer, Forbes, Hewlett-Packard Enterprise, IBM Marketing Cloud, IDG, Intel, Madison Logic, Marin Software, Microsoft, Morgan Stanley, NetApp, Oracle, QuinStreet, Riverbed, Salesify, Seagate, Stanford Healthcare, Stein IAS, TriNet, True Influence, VMWare, Wako Life Sciences, Inc., Whitehat Security, Xerox Transport, and more.

4. Q: Who is George C. McNutt? What's his relationship with the NorCal BMA?

A: The late George C. McNutt (1905-1992) was the first President of the NorCal BMA. Besides being a Crain Hall of Fame Winner, he was a prolific author of over 180 business articles and a groundbreaking book, *Business/Industrial Marketing and Communications: Key to More Productive Selling*.

5. Q: What is the NorCal BMA McNutt Scholarship Fund?

A: George McNutt established the NorCal BMA McNutt Scholarship Fund in 1992. It is an endowment fund to further advance the profession of students aspiring to careers in the fields of advertising, marketing and communications, especially those interested in the field of B2B marketing.

6. Q: How are the scholarships awarded?

A: The scholarship funds are awarded based on the following criteria:

- Combined GPA 3.4 or above
- Dean or Professor Letter of Recommendation

- Sample work in related marketing fields (extra-curricular, classroom, or work history)
- Student brief (1-2 pp.) essay on financial need & career aspirations
- Enrollment as an undergraduate or graduate (MBA) **student** at one of the stipulated universities
- Declared a communications/marketing/advertising major or MBA with Marketing emphasis
- Be a legal resident of the United States of America
- Not a previous recipient of any McNutt scholarship
- Not an existing or former Director of the NorCal BMA or ANA Board
- Not a friend or family member of an existing or former Director of the NorCal BMA or ANA Board

7. Q: What is included in the Scholarship Award?

A: The Scholarship award includes:

- ◆ A monetary award for \$1,000 USD
- ◆ A 1-on-1 mentorship with a NorCal BMA member for 1 year (estimated value of \$15,000 USD)
- ◆ Internship opportunities at Bay Area companies via the NorCal BMA BOD and its members (variable monetary value depending upon internship)
- ◆ A 1-year pass for NorCal BMA monthly or young professional events (valued at \$180-\$240 USD)

8. Q: Why was the Fund established?

A: Mr. McNutt's participation in the NorCal BMA meant a great deal to him. Throughout his life, he always took an immense interest in others and was ready to assist any colleague in his chosen profession to which he was totally committed.

9. Q: When are the scholarships distributed?

A: The scholarship awards will be announced at an event, on the website, or via media announcement in the Summer of 2018.

10. Q: Why is the fund restricted to the 3 universities?

A: Mr. McNutt stipulated that the scholarship dollars be awarded to eligible students at one of the following universities, University of California at Berkeley, Notre de Namur University in Belmont, and San Jose State University.

11. Q: How can a student apply for the scholarship?

A: Students may download the application online at www.norcalbma.org or they may request a copy by sending an email to: StrategicInitiatives@norcalbma.org

12. Q: What are the requirements for applicants?

A: Students must submit an application and any additional requested documentation based on the selection criteria by May 31, 2018.