

Susan C. Murray Memorial Women's Scholarship Program



Offered to:
Daughters and Granddaughters of
ASLRRA Members and Suppliers

Deadline for Entries Feb. 26, 2010

To celebrate Susan C. Murray's life and incredible success, UBM Global Trade has created this memorial scholarship fund. It is our hope that it will assist the daughters and granddaughters of railroad industry professionals to pursue and realize universal dreams of success in the professions of their choosing.



Susan C. Murray

For a full set of forms and
more information, please go to:

www.aslrra.org

or contact Kathy Keeney
at 410-788-0376 or

kkeeney@ubmglobaltrade.com



Susan C. Murray

MEMORIAL WOMEN'S SCHOLARSHIP FUND

Thoughts Behind the Creation of The Susan C. Murray Memorial Women's Scholarship Program



While they may not have known her name, most railroaders and rail suppliers from the many industry trade shows she ran and attended happily recognized Susan C. Murray's face. When she passed away in January of 2003, her official title was Vice President, Directories for Commonwealth Business Media, but for those who knew her best and had the good fortune of working with her, she was best known as: friend, valued colleague, professional mentor, leader and role model.

Susan C. Murray began her distinguished career with International Trade Exhibits in France as the company's Public Relations and Marketing Manager. She spent 10 years there building a solid foundation before joining International Thomson Transport Press (predecessor to PRIMEDIA Directories/Commonwealth Business Media/UBM Global Trade) in 1984.

At Thomson Transport Press, Susan's star had only begun to rise, as she would hold a variety of marketing and executive posts during her tenure. She would soon be credited with conceiving and creating the company's Specialty Publishing Group. Under Murray's direction, the group launched two trade shows, including the ASLRRA (American Short Line and Regional Railroad Association) Annual Meeting and Exhibition, and published numerous conference programs on behalf of the transportation industry's leading trade associations.

In her final post, she managed Commonwealth Business Media's Directory Division, including 13 titles in various fields including rail transportation, international trade, classical music and commercial credit, as well as the company's conference department.

As a manager, Susan Murray led by example. One of the keys to her success—something she employed throughout all aspects of her life—was balance. With grace and aptitude, she successfully struck a balance between a full personal life and an often-hectic professional life. In business, she combined a guiding philosophy with firm direction. Susan understood the importance of hard work, and also play. She tackled new challenges with determination and a jovial nature. In life she mastered equilibrium—something many professional women struggle each day to achieve.

To celebrate Susan C. Murray's life and incredible success, UBM Global Trade has partnered with ASLRRA to create this memorial scholarship fund. It is our hope that this scholarship will assist the daughters and granddaughters of railroad industry professionals to pursue and realize universal dreams of success in the professions of their choosing.

In this way, as in so many others, Susan's mentoring touch will live on for many years to come.



Susan C. Murray

MEMORIAL WOMEN'S SCHOLARSHIP FUND

SUSAN C. MURRAY MEMORIAL WOMEN'S SCHOLARSHIP PROGRAM

A. CRITERIA

1. Scholarship shall be a maximum of four (4) consecutive years' education.
2. Eligibility: Daughters and granddaughters of ASLRRA members and suppliers in good standing.
3. Must have taken either the Scholastic Aptitude Test (SAT), or the American College Test (ACT), or in case of Canadian applicants, the recognized testing authority. Canadian applicant's minimum score will be determined by consultation with a recognized Canadian education authority.
4. Shall submit transcript of 3^{1/2} years of High School and profile of applicant's school and school's student performance.
5. Shall demonstrate desire and intent by submitting an essay of approximately 500 words with application. The essay is very important and is given large weight by the judges in their scoring.
6. Will retain scholarship by maintaining, during each school year, an average of 3.0 out of 4.0, and continue to maintain a status of full time student. At least one fourth of the requirements for the degree must be completed each year so the student will be classified as Sophomore, Junior and Senior for each of the next three years.
7. Must be enrolled in an accredited institution of higher learning (two year or four year) before payment is made.
8. Will submit two letters of recommendation, one being from student's high school counselor.

B. DISBURSEMENT OF MONEY

1. To be made in two equal payments (\$1,000 per semester).
2. To be made directly to the student upon receipt of proof of registration for the next semester and proof of current grade point average (must maintain at least 3.0 out of 4.0).

APPLICATIONS WILL BE AVAILABLE VIA WWW.ASLRRA.ORG OR BY CONTACTING KATHY KEENEY AT KKEENEY@UBMGLOBALTRADE.COM OR 410.788.0376.

ALL APPLICATIONS MUST BE RECEIVED BY FEB. 26, 2010



Susan C. Murray

MEMORIAL WOMEN'S SCHOLARSHIP FUND

PLEASE TYPE OR PRINT

Section #1:

Name: _____
First Middle Name Last Name

Address _____
Street City State Zip

Phone Number: () _____

Date of Birth: _____
Month Day Year Age

Place of Birth: _____ U.S. Citizen: Yes _____ No _____

Social Security Number: _____ - _____ - _____

Father's Name: _____ Living? Yes _____ No _____

Father's Address: _____
Street City State Zip

Mother's Name: _____ Living? Yes _____ No _____

Mother's Address: _____
Street City State Zip

Section #2:

Please indicate which ASLRRRA member or supplier is your sponsor: _____

Name of Employee: _____

Relationship: _____

Section #3:

Write and enclose a personal essay of approximately 500 words to the Scholarship Selection Committee furnishing any additional information that will enable the Committee to better evaluate your personal qualifications as a Scholarship applicant. Tell us about an experience in your life that you believe has had the greatest impact on who you are today and your goals for the future.

Section #4:

Enclose two (2) letters of recommendation, one being from student's high school counselor.

Section #5:

I agree that in consideration of an award to me of a Scholarship, at the termination of the academic year, I will submit promptly to the Selection Committee a report of my academic progress.

Applicant's Signature Date

The answers to the questions above are true and correct to the best of my knowledge

Parent Guardian's Signature Date

