

**Sales and Marketing Executives of Fargo-Moorhead  
F. W. “Bill” Mohr, Jr. Scholarship  
Policy and Procedures**

*F. W. “Bill” Mohr, Jr. was among the founders and the first president (in 1952-53) of what was to become the Fargo-Moorhead Sales Executives Club. Among the early purposes of the organization were to promote and apply higher educational, social, business and professional standards, to build a better community surrounding Fargo and Moorhead, to foster cooperation among those engaged in merchandising and sales, to improve the status of the sales professional, and to inspire through proper education a keener interest in the study of sound merchandising and sales fundamentals. These lofty goals continue to drive the efforts of what is now known as Sales and Marketing Executives of Fargo-Moorhead (SME-FM).*

*Similar ideals – quality, service, cooperation, information – have been the hallmarks of Dacotah Paper Co. since its founding in 1906. Several generations of the Mohr family have been involved in leading Dacotah Paper Co. to its position as a regional leader in wholesaling of paper products, disposables, packaging, office products and building materials.*

*Under this scholarship program, financial assistance will be available to assist students pursuing a career in the fields of marketing or sales. Through the F. W. “Bill” Mohr, Jr. Scholarship, Sales and Marketing Executives of Fargo-Moorhead will support and encourage continued study and growth in the profession.*

*The F. W. “Bill” Mohr, Jr. Scholarship Fund is made available through the generosity of Bill’s family and corporate associates at Dacotah Paper Co. The Board of Directors of Sales and Marketing Executives of Fargo-Moorhead will award the scholarship annually.*

**POLICY STATEMENT**

Sales and Marketing Executives of Fargo-Moorhead are committed to professional growth. As evidence of this commitment, SME-FM offers the F. W. “Bill” Mohr, Jr. Scholarship to students at local post-secondary institutions who are pursuing a degree in marketing or sales.

**PURPOSE**

The F. W. “Bill” Mohr, Jr. Scholarship Program is designed to encourage students to upgrade their skills in areas related to sales and marketing. It is designed to assist students with tuition assistance funds to further their education. **2 \$500 scholarship will be available each year.**

**Eligibility:**

1. The applicant must be enrolled at one of the following institutions: Rasmussen College, Concordia College (Moorhead), Minnesota State Community and Technical College, Minnesota State University Moorhead, North Dakota State University, or the University of Mary/Fargo Center.
2. The applicant must be pursuing a degree in business, marketing or sales.

3. Eligible candidates must complete the attached application form and return it with the required documentation by the deadline each year.

**Criteria for Selection:**

1. All courses must be taken through an approved, accredited educational institution.
2. Applications must be received by September 15.
3. Applicants must provide a written recommendation from their academic advisor before a scholarship will be processed. Issues to be discussed include: How the educational plans will affect their current educational goals? How the education plans relate to career plans?

**Conditions:**

1. Scholarship funds are available to cover course tuition cost and/or books only.

**Procedures:**

1. An application form may be attained through the financial aid office at the respective educational institutions or from the Board of Directors of Sales and Marketing Executives of Fargo-Moorhead. A copy of these policies and procedures for the F. W. "Bill" Mohr, Jr. Scholarship Program will accompany the application form.
2. Applicants must discuss their educational plans with their academic advisor and an Advisor Recommendation Form must accompany the application for the scholarship.
3. Applicants will also submit a second recommendation from an individual of their choosing.
4. The scholarship application must be completed and returned to the SME-FM Board of Directors by September 15. The scholarship approval will be made within 30 days following the application deadline.
5. A scholarship check will be issued at the time of registration in the name of the recipient & the institution. The check will be given directly to the institution.
6. Any questions about the program, the policies and procedures, or the application form may be addressed to Sales and Marketing Executives Board members.