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HAROLD & MURIEL BERKMAN  
CHARITABLE FOUNDATION, INC.®

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**Announcement**

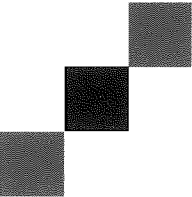
Dear Dean,

The Harold & Muriel Berkman Charitable Foundation, Inc.® announces scholarship and research grant recipients for 2016. 66 students, representing 36 AACSB Accredited Universities, received a scholarship this year in a competition that was particularly competitive with over 600 applications received and reviewed by the Awards Committee. Among that list, the Foundation is particularly proud to announce that 27 U.S. Veterans from various branches of the U.S. services received scholarships. Included amongst the Veterans are individuals who earned the Combat Infantryman Badge (U.S. Army Infantryman seeing combat action) or Combat Action Badge (combat badge for other branches). In total, the Foundation has awarded 121 scholarships in the past three years. In 2014 the "Foundation" established an endowment for the Student Veterans Center at The University of Georgia.

Competitive research grants were awarded to three U.S. marketing faculty. The grants support the development of marketing science and marketing theory based on each applicant's description of research aimed toward that end. In total, the Foundation has made \$22,800 in awards aimed at advancing basic marketing research. This year, the research grants went to three marketing faculty:

- Mei Rose, University of Alaska – Anchorage
- Anjala S. Krishen, University of Nevada Las Vegas
- Robert Moore, Mississippi State University

The Foundation seeks to encourage educational achievement for individuals in two categories: U.S. Military Veterans and U.S. Students Majoring in Marketing at AACSB Accredited Colleges of Business.



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PRESIDENT  
Harold W. Berkman, Ph.D.  
*Academy of Marketing Science  
Distinguished Professor of Business*

SCHOLARSHIP AND  
RESEARCH GRANTS  
Barry J. Babin, Ph.D.  
*Chairman*

THE FOUNDATION  
PROUDLY SUPPORTS



*Veterans of the Battle of the  
Bulge (Ardennes)*



*Combat Infantrymen*




*Military Order of the  
Purple Heart*



*University of Georgia Student  
Veterans Resource Center*



*Not for Profit Tax Exempt Corporation  
Under Chapter 617 Florida Statutes*



*A Qualified Tax Exempt  
Private Foundation  
Pursuant to Section 501(c)(3)  
of the Internal Revenue Service*

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**2017 Funding Opportunities**

The Harold & Muriel Berkman Charitable Foundation, Inc.® announces funding opportunities for 2017. In addition, the Foundation is delighted to recognize the previous award winners. 121 students at Universities around the U.S. have received scholarships and multiple marketing faculty have received research grants. 54 U.S. veterans are among the award winners, including seven Combat Infantryman Badge holders. A list of previous recipients can be found at [berkmanfoundation.org](http://berkmanfoundation.org).

The Foundation exists to pursue the Berkman's long-standing dedication and commitment to higher education in the United States, particularly higher education preparing future business leaders and promoting the growth of knowledge into effective business and administration. In addition, the Foundation aims to recognize particularly the achievements of the men and women who have served this country in military service. The Foundation is recognized as tax exempt under section 501(c)(3) of the Internal Revenue Code pursuant to a July 24, 2014 communication. The Foundation intends to annually award scholarships and research fellowship grants, which pursuant to the July 24, 2014 communication, may be excluded from the gross income of recipients for tax purposes. The paragraphs below briefly describe the eligibility and aims of these awards..

**2017 Student Scholarships**

Foundation will award up to 50 \$1,000 scholarships. Scholarships are limited to U.S. Citizens who are matriculating in a university accredited by the Association to Advance Collegiate Schools of Business (AACSB). A Selection Committee of the Foundation will recommend recipients to the Foundation Board based on applications submitted to the Board. Scholarships will be awarded in two categories. (1) The Foundation will award scholarships to worthy students choosing to pursue a graduate or undergraduate degree in marketing. (2) Given the particular interest in supporting the education of U.S. Veterans, the Foundation seeks to award scholarships to U.S. Veterans and especially seeks students holding a Combat Infantry Badge, suffered a serious injury due to combat action, received a Purple Heart, served or continue to serve with honor and distinction, or were honorably discharged from military service. Candidates pursuing scholarships on the latter basis need not be majoring in marketing or business as a condition of candidacy for a scholarship. Applications must be submitted after May 1, 2017 but before August 29, 2017. An application is included with this announcement. Feel free to copy and distribute as appropriate. An electronic scholarship application form can be accessed by visiting the Foundation website ([berkmanfoundation.org](http://berkmanfoundation.org)).

**2017-2018 Research Grants**

The Foundation Research Grants will be awarded through Departments of Marketing in Colleges of Businesses at AACSB accredited institutions. Faculty from these departments will be able to submit proposals for competitive review by the Selection Committee. The grants are aimed at further developing scientific research and knowledge creation in business administration with an emphasis on the marketing discipline. All tenure-track or tenured marketing faculty who are U.S. citizens at AACSB accredited institutions are eligible for grants of up to \$3,000. The funded research supported by the grant should reach culmination in the form of a refereed journal submission(s) within 12 months of receipt of a grant. A report to the Foundation is expected at that time. All public dissemination of the research should prominently acknowledge the support of the Harold & Muriel Berkman Charitable Foundation, Inc.®

To submit a grant application, fill out the application form (included with this announcement) or file an electronic form available also through the Foundation web site ([berkmanfoundation.org](http://berkmanfoundation.org)). Applications are accepted from May 1, 2017 until August 12, 2017.

HAROLD & MURIEL BERKMAN CHARITABLE FOUNDATION, INC.

Scholarship Application

Applicant Name: \_\_\_\_\_
Home Mailing Address: \_\_\_\_\_ ZIP: \_\_\_\_\_
Personal Phone Number: \_\_\_\_\_ Home Phone Number: \_\_\_\_\_
High School: \_\_\_\_\_ City of High School: \_\_\_\_\_ H.S. Graduation Date: \_\_\_\_\_
High School GPA \_\_\_\_\_ ACT/SAT Score \_\_\_\_\_ Place of birth \_\_\_\_\_ Sex: F M
Email Address: \_\_\_\_\_ Are you now a full time student? \_\_\_\_\_ What is your major: \_\_\_\_\_
University Now Attending: \_\_\_\_\_ Overall Credit Hours Completed: \_\_\_\_\_
Overall University GPA: \_\_\_\_\_ Approximate Credit Hours Remaining to Graduate: \_\_\_\_\_
Marketing GPA: \_\_\_\_\_ Anticipated Graduation Date: Month \_\_\_\_\_ Year \_\_\_\_\_
Are you a U.S. Citizen? YES NO Name of College Faculty Member Reference: \_\_\_\_\_ Ref email: \_\_\_\_\_

1) Describe why you believe you are a good candidate to receive a Berkman Foundation Scholarship (in less than 250 words – you may attach as a separate document – see berkmanfoundation.com for information on Foundation):

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

2) List student or volunteer organizations in which you are currently active in the space below:

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

3) List any scholarships you have received while attending college. Give the name of the scholarship, the amount, and the dates covered by the scholarship.

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

4) List any relevant work experience including your current employment if any:

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

5) Have you served honorably in the U.S. Military? YES NO

If Yes, describe the branch, tenure and nature of your service, and indicate any badges (i.e., combat infantryman badge...) or medals you may have received for your service (you may attach as a separate document):

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

6) How did you find out about the HMB Berkman Foundation® Charities?

Return Application by August 12 to: Barry J. Babin/HMB Foundation Award Committee Chair/c/o Department of Marketing & Analytics/ PO Box 10318/502 W. Texas Ave/ Louisiana Tech University, Ruston, LA 71272/ For more details, or to apply online, see: berkmanfoundation.org.

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## Research Grant Program Application

For more information on the Berkman Foundation and objectives of the Grant Program, or to apply online, visit: [berkmanfoundation.org](http://berkmanfoundation.org).

You intend to apply for a research grant for the year (applications for the following calendar year are due August 12).

Fill in the names of the applicant (only tenured or tenure-track full-time faculty at AACSB accredited institutions are eligible):

Applicant/Primary Investigator (PI): \_\_\_\_\_

(PI) Applicant email address: \_\_\_\_\_

University Contact Information:

Name: \_\_\_\_\_

Address, City, State: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Project Title: \_\_\_\_\_

Which term best describes the stage of this research:

- Research Development       Research Implementation

Is the PI in the first four years of an academic career beyond leaving his/her doctoral institute?

- Yes       No

Is the PI a U.S. citizen?      Is PI a U.S. Military Veteran?

- Yes       No       Yes       No

What is the PI's rank and tenure Status?

- Untenured, Tenure-Track Assistant Professor       Tenured Associate Professor  
 Tenured Full Professor       Other

Does this project have approval from the PI's Institutional Review Board, Human Subjects Committee or other committee governing the ethical conduct of research involving humans or animals as may be appropriate?

- Yes, proof of approval is available  
 No, approval has not been sought as of this date (comment: \_\_\_\_\_)

Provide the name, email address, and phone number of the PI's immediate supervisor.

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please indicate the amounts of resources in monetary terms as they pertain to each item:

Amount necessary to complete project: \_\_\_\_\_ Amount sought from HMB Foundation: \_\_\_\_\_

Amount provided from other sources: \_\_\_\_\_

For what purpose will the funds provided by the HMB Foundation be used?

\_\_\_\_\_  
\_\_\_\_\_

Briefly describe the nature of the research (250 words maximum—you may attach separately):

Briefly describe how the work will contribute to the practice of marketing science and the improvement of marketing practices in general (150 words maximum—you may attach separately):

Should you receive an award, do you agree to acknowledge publicly the generous support of the Harold & Muriel Berkman Charitable Foundation, Inc. on all published papers, articles, presentations, and/or other publicly available dissemination outlets for this research?

- Yes       No

The application may be supplemented by sending an abbreviated CV and an abstract of the research (no more than 1,000 words, doubled spaced, 12-pt calibri) to the Committee Chair: Barry J. Babin, Department of Marketing & Analytics, 502 W. Texas Ave, Box 10318, Ruston, LA 71272. email: [bbabin@latech.edu](mailto:bbabin@latech.edu) w/ subject line: HMB Foundation.