



The Bernice Ash Memorial Award Application Guidelines

This Memorial Award honors the remarkable life and legacy of Bernice Ash, a music retail visionary who spearheaded the expansion of the Sam Ash family-owned music stores, broadening inventory for the chain across multiple new categories. Widely recognized as one of the companies' print music department's pioneers, Bernice designed procedures that resulted in excellent working relationships with music publishers, expanding distribution to music teachers, students, and satisfied customers. Bernice passed away on December 1, 2020 at the age of 90, leaving a loving family, staff and grateful industry that will carry on her legacy. The Bernice Ash Memorial Award has been created with leadership gifts from Fred and Dinah Gretsch, Jerry Ash and members of the Ash Family, and Larry Morton.

Tax deductible donations are gratefully accepted to raise an endowment within The NAMMM Foundation that will fund the Bernice Ash Memorial Award fund for years to come.

The Award:

- One to two awards will be given annually with a one-time award in the amount of \$5,000 to support professional development including tuition and training fees.
- An additional \$750 travel stipend will be provided to attend The NAMMM Show in January.
- In addition awardees will be given a one-year mentorship through the NAMMM Young Professionals organization.

Eligibility:

- Applicants must be current employees of a NAMMM member company, nominated by that company's owner or manager, identified as an up-and-coming industry leader seeking further professional development to enhance their career and service to the industry.
- Applicants must be enrolled or plan to enroll in professional development training that can include college degree or other certificate programs.

How to Apply:

- Details of the online application process are detailed below.

Application timeline:

| | |
|-----------------------------|---------------------|
| Application Opens | June 15 |
| Application Closes | September 30 |
| Award Notification | November 1 |
| The NAMMM Show, Anaheim, CA | January 20-23, 2022 |
| Post Event Report | February 15, 2022 |

Successful applicants will agree to follow NAMM Foundation grant guidelines, including accounting for expenses and demonstrating successful completion of enrolled educational and training programs.



Step 1 Create a Cybergrants Account

Go to <https://bit.ly/2ONgPSc>

Click on First time user? Create your password

Step 2: Complete an online application

IMPORTANT NOTE: For the field "Organization Name" enter your first and last name, do not enter the name of your Company Name or college/university

DESCRIBE YOUR ACCOMPLISHMENTS

- a) Work experience. Upload your resume, submit your current LinkedIn profile link, OR describe your accomplishments. (required)
- b) Education. Include all high schools and colleges attended, graduation dates and diplomas/certificates received; include current academic year, if applicable. (required)

WHAT ARE YOUR CAREER GOALS IN THE MUSIC INDUSTRY?

(500 or less or video response) (required)

Describe your career goals and how proposed study or training will advance opportunities for management and leadership in the music business. You can also submit a video. Please upload a video of 2-3 minutes in length and provide a link to YouTube.

UPLOAD SUPPORTING DOCUMENTATION

- a) If applying for college or university tuition support, please upload a most-recent transcript outlining coursework related to music and business. **NOTE: if you scan your transcript, please keep file size small and scan legible.**
- b) Letter of Reference is required from current employer or manager who is currently an active NAMM member. An additional, optional letter may be submitted from university faculty member, as applicable.

Congratulations! You have completed the application!