

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 ninety, leaving a loving family, staff and grateful industry that will continue her legacy. The Bernice Ash Memorial Award has been created with leadership gifts from Fred and Dinah Gretsche, Jerry Ash and members of the Ash Family, Larry Morton and Hal Leonard and many, many others.

Tax deductible donations are gratefully accepted to raise an endowment within The NAMM Foundation that will continue to fund the Bernice Ash Memorial Award fund.

The Award:

- Annual award supporting emerging industry leaders to support their professional development, tuition and or training opportunities.
- This is a one-time award given to one to two qualified candidates in the amount of \$5,000.
- An additional \$750 travel stipend is provided to attend The NAMM Show.
- A one-year mentorship through the NAMM Young Professionals organization. NAMM YP is a group of young music products industry professionals focused on the future of the business by providing opportunities to connect, learn and grow.

Eligibility:

- Applicants must be current employees of a NAMM Member company, nominated by that company's owner or manager, identified as an emerging industry leader seeking further professional development to enhance their career and service to the industry.
- Applicants must have at least five years of experience working in the music industry and seek opportunities to expand their leadership and professional competencies.
- Applicants are 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	July 1
Application Closes	Dec. 1, 2022
Award Notification	Feb. 1, 2023
The NAMM Show, Anaheim, CA	April 13—15, 2023
Post Event Report	April 30, 2023

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

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 professional development will advance opportunities for management and leadership in the music industry. 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!