

BBB/Rotary

# ETHICS SCHOLARSHIP AWARD

# 2011

*"How does The Rotary's Four-Way  
test APPLY to your life?"*

A partnership between the  
Better Business Bureau and Rotary  
Districts 5440, 5450, and 5470.

PRESENTED BY



Everything you'll need to know...

# Scholarship Guidelines



This BBB/Rotary Ethics Scholarship is for high school students in their junior or senior year. The goal of the scholarship is to reward a student who applies Rotary's guiding principles of The Four-Way Test to their life and illustrates this effectively through a written essay.

## THE SCHOLARSHIP:

- \$5,000 is awarded to one high school student in their junior or senior year to be used at the higher education institution of their choice.
- The award will be presented to the winning student at the BBB Torch Awards for Business Ethics ceremony on April 21, 2011 at the Embassy Suites, Loveland, Colorado.

## APPLICATION CRITERIA:

- Must be a high school student in their junior or senior year who applies through their Rotary Club within the Wyoming and Northern Colorado Better Business Bureau service area. **Counties Include:**

### WYOMING:

Albany County  
Big Horn County  
Campbell County  
Carbon County  
Converse County  
Crook County  
Fremont County  
Goshen County  
Hot Springs County  
Johnson County

Laramie County  
Natrona County  
Niobrara County  
Park County  
Platte County  
Sheridan County  
Sublette County  
Sweetwater County  
Uinta County  
Washakie County  
Weston County

### COLORADO:

Eagle County  
Garfield County  
Grand County  
Jackson County  
Lake County  
Larimer County  
Logan County  
Moffat County

Morgan County  
Park County  
Phillips County  
Pitkin County  
Rio Blanco County  
Routt County  
Sedgwick County  
Summit County  
Weld County

- Application is in the form of a 1,500 to 2,000 word essay, approximately 6 to 8 pages double spaced. Specific essay guidelines are on page 3 of this application.
- Attach a brief biographical sketch, including school and community activities and involvements.

## DEADLINE:

- Applications are due by February 18, 2011 to your school counselor.
- You will be informed of the outcome of the BBB/ Rotary Ethics Scholarship no later than April 1, 2011.

## THE FOUR-WAY TEST:

The four guiding principles applying to what you think, what you say or what you do...

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL?

*This scholarship gave me the opportunity to go to my first choice school: the University of Denver.*

Amy Kreykes, Windsor High School, winner in 2004

# Writing the Essay



## ESSAY CRITERIA:

All essays must be original works and will be judged on their ability to apply The Four-Way Test to their past, present or to their future in a 1,500 to 2,000 word essay (6-8 pages double spaced).

Please attach a brief biographical sketch, including school and community involvement activities to the essay.

### 1. CONTENT 45%

- Application of The Four-Way Test in writer's life. (15 pts.)
- Use of examples from peer group and life experiences. (15 pts.)
- Human interest appeal and "color" in examples & writing style. (15 pts.)

### 2. LANGUAGE 25%

- Spelling (5 pts.)
- Punctuation (5 pts.)
- Grammar (5 pts.)
- Word choice, voice, description, expressiveness. (10 pts.)

### 3. ORGANIZATION 20%

- Neatness of essay (5 pts.)
- Introduction that captures reader's attention and establishes major essay themes. (5 pts.)
- Development of ideas that are presented in clear, logical order, with smooth transitions between ideas, and supported with good examples. (5 pts.)
- Conclusion that emphasizes and summarizes major theme(s), leaving reader with clear, concise message of creative, real application of The Four-Way test. (5 pts.)

### 4. BRIEF BIOGRAPHICAL SKETCH 10%

- School activities (2 pts.)
- Community involvement (2 pts.)
- Hobbies and interests (2 pts.)
- Employment history (2 pts.)
- GPA (2 pts.)

*The Better Business Bureau's relationship with Rotary Clubs is natural. Both organizations' promotion of ethical standards and truthfulness is mutually beneficial. Together we have fostered these attitudes and practices among our youth, our communities and our society. While many BBB accredited businesses are Rotarians, the members of Rotary as a whole support the Better Business Bureau's ethical principles. Our business and educational communities both realize many benefits through this partnership.*

Judy Boggs, Past President, Rotary Club, Fort Collins

# Where are they now... Scholarship Winners



THE FUTURE IS BRIGHT FOR BBB/ROTARY ETHICS SCHOLARSHIP RECIPIENTS, AND WE HAVE THE STORIES TO PROVE IT...



'02

Sasha Gartin, senior, Merino High School. Sasha began college at Northeastern Junior College in Sterling, graduated from Colorado State University and teaches at Cherry Creek High School in Denver.



'03

Gabriel Recchia, senior, Berthoud High School. Gabriel graduated from Stanford in 2008 with a major in Symbolic Systems and is working on a masters degree in Cognitive Science at the University of Indiana. He hopes to specialize in Alzheimer's research.



'04

Amy Kreykes, senior, Windsor High School. Amy, who wanted to be a pilot, a physician and an astronaut, graduated from the University of Denver in 2008 (with a pilot's license as well). She is now attending CU Medical School.



'05

Emily Garcia, junior, Rocky Mountain High School, Fort Collins. Emily is at Princeton pursuing a degree in writing.



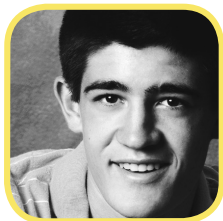
'06

Kelly Joy Lemon, senior, Battle Mountain High School, Vail, CO. Kelly also received an International BBB scholarship in 2006. She is enrolled at Wheaton College majoring in Psychology and Spanish.



'07

Sonja Koldewyn, senior, Berthoud High School. Sonja is now in her second year at Colorado State University majoring in environmental engineering.



'08

Joshua Metherd, senior, Wiggins High School. Joshua graduated first in his class and is currently attending the University of Northern Colorado.



'09

Jarek Buss is a senior at Laramie Senior High School. He plans to attend Brigham Young University Hawaii, where he will double major in political science and international relations with his goal being a career in the U.S. Foreign Service.



'10

Laura Jo Washle, senior, at Poudre High School in Fort Collins, CO. She will attend Creighton University at Omaha, Ne, where she will major in business with a pre-med track.

*Students can stop here...*

# Administration Guidelines

FOR ROTARY AND SCHOOL ADMINISTRATOR USE ONLY

## 1. ROTARY'S ROLE IN THE APPLICATION PROCESS:

- Rotary Clubs will coordinate The Four-Way Test essay contest with their local school. To promote student participation, have a volunteer contact each local public high school counseling department and principal on or before December 1, 2010. You may then distribute application information to each school's counseling department and teachers. You may also access application information online at:

[www.rotarycluboffortcollins.org/EthicsScholarship.html](http://www.rotarycluboffortcollins.org/EthicsScholarship.html)

- The Rotary Clubs from each community will choose one finalist using the judging criteria on Page 5 of this application and forward their selected essay no later than March 18, 2011 to:

Lorna Reeves  
Cache Bank & Trust  
4645 Ziegler Rd  
Fort Collins, CO 80524

- The Better Business Bureau will judge the essays and announce one scholarship winner. Rotary Clubs will be informed of the winner no later than April 1, 2011.
- It is the responsibility of the Rotary Club sponsoring the winner to host and pay for the student and up to two guests at The BBB Torch Award Ceremony.
- Local community recognition for the winner SHOULD NOT BE MADE until after the award recipient is formally announced at the BBB Torch Award ceremony.

## 2. THE SCHOOL'S ROLE IN THE APPLICATION PROCESS:

- Distribute application information to junior and senior students in December 2010.
- Ensure essays meet the judging criteria by referencing the essay criteria on Page 5 of this application.
- Collect and submit applications to your local Rotary Club no later than February 28, 2011.

## 3. THE CELEBRATION:

- The student winner will be presented at the BBB Torch Award ceremony on April 21, 2011 at the Embassy Suites, Loveland, Colorado.

Questions regarding the essay contest should be addressed to your local Rotary Club or contact:



Lorna Reeves  
Rotary Club of Fort Collins  
970.472.7900  
[lreeves@cachebankandtrust.com](mailto:lreeves@cachebankandtrust.com)



Betti Seay  
Better Business Bureau  
970.488.2031 or 800.564.0370 ext. 116  
[bseay@wynco.bbb.org](mailto:bseay@wynco.bbb.org)

[www.wynco.bbb.org](http://www.wynco.bbb.org)

# BBB/ROTARY ETHICS SCHOLARSHIP ESSAY JUDGING CRITERIA



	ESSAY NUMBER	1	2	3	4	5
<b>1 CONTENT (45%)</b>						
A	Application of The Four-Way Test in writer's life. (15pts.)					
B	Use of examples from peer group and life experiences. (15pts.)					
C	Human interest appeal and "color" in examples & writing style. (15pts.)					
<b>2 LANGUAGE (25%)</b>						
A	Spelling. (5 pts.)					
B	Punctuation. (5 pts.)					
C	Grammar. (5 pts.)					
D	Word choice, voice, description, expressiveness. (10 pts.)					
<b>3 ORGANIZATION (20%)</b>						
A	Neatness of essay. (5 pts.)					
B	Introduction that captures reader's attention and establishes major essay themes. (5 pts.)					
C	Development of ideas that are presented in clear, logical order, with smooth transitions between ideas, and supported with good examples. (5 pts.)					
D	Conclusion that emphasizes and summarizes major theme(s), leaving reader with clear, concise message of creative, real application of The Four-Way test. (5 pts.)					
<b>4 BIOGRAPHICAL SKETCH (10%)</b>						
A	School activities. (2 pts.)					
B	Community Involvement. (2 pts.)					
C	Hobbies & interests. (2 pts.)					
D	Employment history. (2 pts.)					
E	Grade Point Average. (2 pts.)					
<b>TOTAL POINTS</b>						