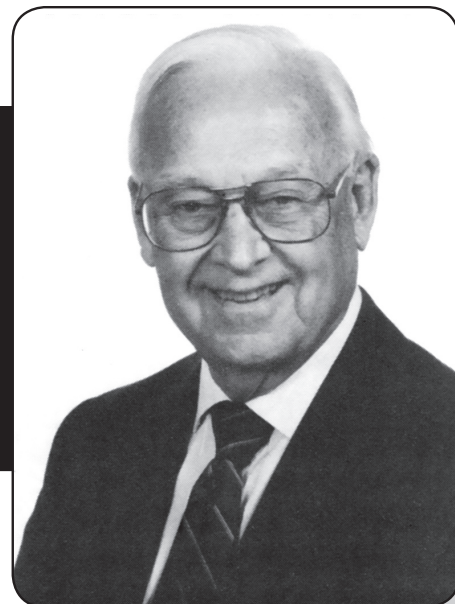


ROBERT H. RUMLER
MBA
SCHOLARSHIP PROGRAM



DEDICATED TO THE ENCOURAGEMENT OF
DESERVING AND QUALIFIED PERSONS WITH
A BACHELOR'S DEGREE IN DAIRY PRODUCTION OR
EQUIVALENT TO OBTAIN A MASTER'S DEGREE IN
BUSINESS ADMINISTRATION



This Program is under
the Sponsorship of
Holstein Association USA, Inc.

The Robert H. Rumler MBA Scholarship Program

THE ROBERT H. RUMLER SCHOLARSHIP was established in his honor by Holstein Association, USA at the time of his retirement after 36 years of service, most of which was as the Executive Secretary of the Association. Beginning as Assistant Secretary, Rumler also served as Chairman and Executive Chairman of the Association as well as President of its subsidiary, HFS, Inc. In retirement, he was granted the title of Chairman Emeritus of the Association.

During his tenure with the Association, Rumler guided the Association to prominence as the world's largest and most prestigious dairy breed organization, becoming an internationally recognized dairy leader in the process.

He has served in many leadership capacities in addition to those with the Association including Chairman of the U.S. Agricultural Export Development Council, National Advisory Committee on International Agricultural Trade, US/USSR Joint Commission on Agricultural Cooperation, Joint Commissions on Commercial Development with several Eastern European Countries, Director and Board Chairman of Vermont National Bank, to name a few. In retirement, he serves as Chairman of the Advisory Board of the Commonwealth Campus of Penn State University at Mont Alto.

Honored by Penn State as a Distinguished Alumnus, Rumler is also the recipient of the Distinguished Service Award of the Holstein Association, The American Dairy Science Association, National DHIA, National Agricultural Marketing Officials. He is in the Dairy Shrine "Hall of Fame," and the International Livestock Hall of Fame. Other similar recognitions have been accorded him.

The focus of the scholarship on advanced academic experience through a Master's Degree in Business Administration was the wish of Mr. Rumler. It came out of many years of personal experience managing the affairs of the Association. He believed that U.S. agribusiness in the broadest context, including production agriculture, needed and deserved the best trained, most highly qualified leaders that the nation's educational system and practical experience could provide. Thus the establishment of this MBA scholarship for qualified persons with a Bachelor's Degree in Agriculture, preferably dairy, and recognizable traits of leadership, management intuitiveness and personal qualities through hands-on work experience.

The capital base for the scholarship came in most part from friends of Mr. Rumler, as well as colleagues and organizations with which he was associated in recognition of his contribution to the dairy industry and related activities.

The Robert H. Rumler MBA Scholarship Program

PURPOSE:

Encourage deserving and qualified persons with an established interest in dairy and who have demonstrated leadership qualities and managerial abilities to pursue a Master's Degree in Business at a certified school issuing a Master's Degree in Business Administration.

Emphasize to the U.S. agricultural community, and the dairy industry in particular, the great need for additional academic experience in business, management and finance to supplement previous undergraduate education in agricultural technology and practical experience "in the real world" to develop its future leaders.

Demonstrate by example the value of such additional formal training through those individuals selected as scholarship recipients and their subsequent performance over time.

THE SCHOLARSHIP'S VALUE:

A \$3,000 scholarship is awarded annually to the successful recipient at the time of enrollment in an MBA program as a full time student. This may be either at the beginning of the program or as a second year student. Exceptions may be granted under extenuating circumstances.

A selection committee of anonymous persons shall review the scholarship applications and select the recipient with or without a personal interview. If in the opinion of the committee there is no eligible and qualified applicant in a given year, the scholarship will not be awarded.

ELIGIBILITY:

1. Applicants must have graduated from an accredited agricultural college or university with a Bachelor's Degree in Dairy Production or its equivalent.
2. The applicant should have ranked in the upper one-third of the agricultural graduates of the college or university granting the applicant's B.S. Degree. Any exception must be explained and acceptable to the selection committee.
3. Significant extracurricular activities as an undergraduate will receive consideration.
4. While not a requirement, heavy preference will be given to applicants having had several years of work experience following receipt of a Bachelor's Degree. Evaluation of leadership qualities, management aptitude, executive intuition and personal traits evidenced during this period will weigh heavily in the selection process.
5. Previous applicants may reapply, providing eligibility requirements are met. A previous recipient will be eligible for only one additional scholarship to complete degree requirements.

The Robert H. Rumler MBA Scholarship Program

SCHOLARSHIP APPLICATION

Forms are available at www.holsteinusa.com or by calling 800.952.5200. You may also check with the office of the Dean of Agriculture at your university.

Accompanying the application must be the following:

- a. The information requested on the following pages.
- b. A transcript of all college level courses completed by the applicant.
- c. A supporting letter of recommendation and evaluation of the applicant by the Dean of Agriculture or Faculty Advisor of the school which granted the applicant their Bachelor's degree.
- d. For applicants having had work experience subsequent to receipt of a Bachelor's degree, two supporting letters from individuals qualified to make an objective evaluation on the applicant's performance on-the-job.

Supporting letters should present a general appraisal of the applicant with respect to the purpose and eligibility requirements for the scholarship.

- e. A current photograph of the applicant must accompany the application.
- f. Applications must be received by April 15, of the award year.
- g. Send applications to:

Robert H. Rumler Scholarship Program
Attn.: John M. Meyer, Executive Secretary
Holstein Association USA
1 Holstein Place
P O Box 808
Brattleboro, Vermont 05302-0808

Official Application For
ROBERT H. RUMLER SCHOLARSHIP
In Pursuit of a Master's Degree in Business Administration
Applicant's Personal Data & Related Information

Name: _____ Date: _____
Address: _____
City: _____ State: _____ Zip: _____
Tel#: (____) _____ Birth Date: ____/____/____

EDUCATION:

High School: _____ Rank/G Ave. _____
College/University: _____
Major: _____ Degree: _____
Date: _____ GPA: _____
(attach transcript of college level courses)

College/University of intended Master's Degree: _____

PRESENT EMPLOYMENT:

(Date, Employer, Job Description, Achievements - related to listed purposes and eligibility for scholarship)



Application for Robert H. Rumler MBA Scholarship (con't.)

PREVIOUS EMPLOYMENT: Post High School (listed only with dates in reverse order)

SUMMARIZE BRIEFLY: Additional Work and Other Experience Relevant to Stated Purposes and Eligibility For The Scholarship

PERSONAL RECOGNITIONS: (College and Later - Limit to 6 In Order Of Importance To Applicant)

Extracurricular Activities & Hobbies:



Application for Robert H. Rumler MBA Scholarship (con't.)

ESSAY: In narrative form, limited to this page or page size, provide the Selection Committee with an insight into the applicant's reasons for filing the application and qualifications to be the recipient.

Suggestions: Why you wish to pursue an MBA...How you appraise your personal characteristics to qualify... Your planned career path and goal...What professional challenges are anticipated... How an MBA will serve your purposes...What difference you think an MBA degree will make for you as a potential agricultural or agribusiness leader.



Application for Robert H. Rumler MBA Scholarship (con't)

INCLUDE RECENT PHOTO

MAIL TO:



Robert H. Rumler Scholarship Program
Attn.: John M. Meyer, Executive Secretary
Holstein Association USA
1 Holstein Place
PO Box 808
Brattleboro, Vermont 05302-0808

Holstein Association USA, Inc. • 1 Holstein Place, PO Box 808, Brattleboro, VT 05302-0808
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