



Continental Promotion Group, Inc. Global Brand Development Scholarship

History: Continental Promotion Group, Inc. has been a significant supporter of Thunderbird over the years. In June 1999, the company established a new scholarship to support Thunderbird students in pursuit of a career in brand management with a multinational company

Criteria: Candidates for the scholarship may be enrolled in any trimester including their first. Second through last trimester students must be in good academic standing (3.0 GPA or greater). All candidates must demonstrate an active interest in brand management and a desire to continue a career in this field with an emphasis on working for an EU based company. Candidates must speak at least two EU languages and possess strong entrepreneurial skills. Preferred candidate would possess 5 years or more work experience in sales and/or brand management, ideally with consumer product experience at an EU company, combined with strong selling skills and leadership potential.

Process: Students submit cover letter, current resume and one-two page essay on the importance of promotional tools in the marketing mix. The Scholarship Committee selects the top candidates and forwards them to Continental Promotion Group, Inc. to make the final selection.

In accordance with the Uniform Prudent Management of Institutional Funds Act (UPMIFA), which affects endowments, the Investment Committee of the Thunderbird Board of Trustees has reviewed and revised Thunderbird's Investment Policy. Going forward, the annual spending amount for each donor-restricted endowment fund will be in the range of 0%-6% of the current endowment value. The investment goal is to achieve at least an 8% average annual total return on all donor-restricted endowment funds over the long term recognizing that the Investment Plan may at times target an annual total return of less than 8%.

In accordance with UPMIFA, each year the following factors will be taken into account in making a determination to appropriate or accumulate donor-restricted endowment funds.

1. The duration and preservation of the fund
2. The mission of the School and the purpose of each donor-restricted endowment fund
3. General economic conditions
4. The possible effect of deflation and inflation
5. The expected total return from income and the appreciation of investments
6. Other resources of the School
7. The investment policies of the School