



American Society of
Business Publication Editors

Call For Nominees: 2010 ASBPE Young Leaders Scholarship

The ASBPE *Young Leaders Scholarship* has been created to foster interest in the American Society of Business Publication Editors by younger editors who are advancing in their editorial careers. The scholarship is sponsored annually by the organization, and allows younger editors — who might otherwise be unable — to attend the ASBPE National Editorial Conference. This year’s conference will be held July 21-23, 2010 in Chicago. The conference contains two days of intensive editorial sessions and the ASBPE National Awards Banquet. This dinner banquet honors the best in the business press.

These scholarships are open to all business editors, including print and Web. Scholarships pay the conference and hotel room costs for five worthy applicants per year. Transportation to and from the conference, any non-conference meals, and other incurred costs are the responsibility of the winners or their individual publishing companies. Winners of the award also will receive a free one-year membership to ASBPE.

Applicants must meet the following qualifications:

- Be 30 years of age or younger (on or about July 15, 2010).
- Have worked at least two years as an editor at a business magazine or the magazine’s associated Internet publication.
- Be sponsored by their publication’s chief editor.
- Plan to continue in the business press as a career.
- Not be a past ASBPE Young Leaders Scholarship winner.

Entries must be received by March 1, 2010. Scholarship winners will be notified on or before April 30, 2010. A listing of all winners also will be posted on the ASBPE Web site, www.asbpe.org. If you have questions about your submission or general questions about the scholarship, please e-mail them to asbpe.info@asbpe.org or call ASBPE Headquarters at 630-510-4588.

2009 YOUNG LEADERS SCHOLARSHIP WINNERS

ASBPE and Trade Association Business Publications International (TABPI) honored five U.S. and two international winners in the 2009 YLS Competition. Here is what two of the winners learned from attending last year’s conference in Washington, D.C.



I learned the most from the real in-depth sessions, such as the 20 big ideas session and the 21st century workflow session. I also enjoyed Rob Montgomery’s talk, especially because he gave so many specific Web resources that are helpful for B2B publishers. I think the most valuable part of the experience was meeting the other Young Leaders and also being able to network with others who belong to the ASBPE at the national convention.

Jessica Zelmer
Editor, E-Media
Lenexa, KS



The list of valuable ideas I learned at the ASBPE conference is endless. Every day, I’m sharing and applying ideas to my publications. From the new social media opportunities, to artistic, award-winning methods for presenting technical materials, the educational sessions were priceless. I appreciated the lessons learned from the award-winners and veteran editors, to the new inventive ideas from the other Young Leaders. No doubt, this was a business publishing experience that I will appreciate for a lifetime.

Michelle Hucal
Senior Editor, *Environmental Design*
& *Construction and Sustainable Facility*
magazines



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ASBPE YOUNG LEADERS SCHOLARSHIP APPLICATION FORM

Name _____

Publication name _____

Publishing company _____

Address _____

Phone _____

Fax _____

E-mail _____

Web site _____

Please include this form, along with the following:

1. Your current resume.
2. Write a short essay (500 words or less) explaining how you became involved in the business press and where you see yourself in 5 to 10 years.
3. Share your feelings (500 words or less) on what you believe to be the top challenges faced by business publication editors today and your solutions to these challenges.
4. A short letter from your publication's Chief Editor supporting your candidacy.
5. Two recent samples of your writing – can be feature, department, editorial, online, or other.
6. Color photo in high resolution pdf or jpg format.
7. Your biography

Return these materials no later than **March 1, 2010** to:

ASBPE
Young Leaders Scholarship
214 N. Hale St.
Wheaton, IL 60187
E-mail: asbpe.info@asbpe.org
Fax: 630-510-4501