

## American Lung Association in Wisconsin Clean Air Choice Scholarship

**Background:** Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. Asthma is a serious chronic lung condition characterized by episodes or attacks of inflammation and a narrowing of the small airways in response to triggers. An environmental trigger will contribute to asthma and lead to an asthma attack. Air pollutants are asthma triggers. Some air pollutants are known or suspected carcinogens.

Motor vehicle emissions are recognized as a source of harmful pollutants that can cause or exacerbate lung disease. The American Lung Association of the Upper Midwest supports the advancement of cleaner burning biofuels (E85 & biodiesel) to reduce air emissions through its Clean Air Choice Program.

Three (3) American Lung Association in Wisconsin Clean Air Choice Scholarships of \$2,000 each are to be awarded to a qualified student – one at each of the three identified Wisconsin schools - based on the following criteria:

### Eligibility Requirements:

1. Must be a registered junior, senior or graduate student in the College of Agriculture & Life Sciences (CALs) at UW-Madison; College of Business, Industry, Life Science and Agriculture (BILSA) at UW-Platteville; College of Agriculture, Food and Environmental Sciences (CAFES) at UW-River Falls.
2. Priority given to Wisconsin residents pursuing an Agriculture Engineering & Technology, Agribusiness, Agricultural and Applied Economics, Environmental Science, Community and Environmental Sociology or Agronomy, Sustainable and Renewable Energy Systems (or closely related) major.
3. Preference given to students pursuing a career path providing long range environmental benefits.
4. Criteria considerations include:
  - a. Grade point - applicant should have a cumulative grade point average of 3.0 or equivalent.
  - b. Extra-curricular activities - demonstrated leadership and ability to share knowledge

Scholarships are awarded for 2015-2016 school year. The scholarship recipients should plan on attending the Wisconsin Corn Growers Association annual meeting held in the Wisconsin Dells in June, 2015 (date has not yet been set). The scholarship recipients will be reimbursed for travel expenses associated with attending this meeting.

**Application deadline: Friday, February 27, 2015**

**Applications:** You may apply for this scholarship by contacting your respective campus contact person.

#### UW-Madison

Karen Martin  
College of Ag & Life Sciences  
116 Ag Hall, 1450 Linden Drive  
Madison, WI 53706  
(608) 262-3001  
kmartin@cals.wisc.edu

#### UW-Platteville

Dr. Mark Zidon  
Ag Industries  
217 Pioneer Tower  
Platteville, WI 53818  
(608) 342-1393  
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(Jane Menke)  
[menke@uwplatt.edu](mailto:menke@uwplatt.edu)

#### UW-River Falls

Dr. Gary Onan  
Animal Science/Food Science  
410 South Third  
River Falls, WI 54022  
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## American Lung Association in Wisconsin Clean Air Choice Scholarship Application

Name of Candidate: \_\_\_\_\_  
(Please type or print)

School Address: \_\_\_\_\_

Home Address: \_\_\_\_\_

School Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### CRITERIA

College Attending: \_\_\_\_\_

Fall 2015 Status: Junior          Senior          Graduate Student

Major: \_\_\_\_\_ Present Grade Point: \_\_\_\_\_

Anticipated graduation date: \_\_\_\_\_

This year we are asking you to supply a “*Burma Shave*” type slogan – replicating the 4 or 5 line rhyme/rhythm pattern of those iconic road signs - to promote E85 and its benefits. The final “sign” will be our Clean Air Choice logo. A panel of judges will select those entries (based on message content and creativity) that will be fabricated into signs and placed along roads bordering some of Wisconsin’s cornfields.

To learn more about the benefits of E85, please visit the Clean Air Choice program webpage <http://cleanairchoice.org/> , the Alternative Fuel Data Center site <http://www.afdc.energy.gov> or the Renewable Fuels Association <http://www.ethanolrfa.org>.

You can also find information about the “*Burma Shave*” advertising campaign at various internet sites using your preferred search engine.

For other details concerning this scholarship, please contact your campus contact person or:

Danielle Clark  
Coordinator, Clean Fuels & Vehicle Technologies  
American Lung Association in Wisconsin  
13100 W. Lisbon, Suite 700  
Brookfield, WI 53005  
262-703-4851  
[Danielle.clark@Lung.org](mailto:Danielle.clark@Lung.org)

Please return completed application form to your respective campus contact person by **Friday, February 27, 2015:**

**Karen Martin at UW-Madison  
Dr. Mark Zidon at UW-Platteville  
Dr. Gary Onan at UW-River Falls**



## APPLICATION CHECKLIST

All materials must be submitted (postmarked) by Friday, February 27, 2015:

- Complete the student aid request using the university's on-line application process.
- Complete the Clean Air Choice Scholarship application found on the previous page or on-line at [www.CleanAirChoice.org](http://www.CleanAirChoice.org).
- Provide proof that you are seeking an undergraduate or graduate degree in an agricultural, agribusiness, or an agronomy vocation field (transcript may suffice, consult your registrar or department office for more information)
- Provide a current resume or list of extra-curricular activities, awards and honors
- Include your creative E85 "***Burma Shave***" type sign phrases
- Submit applications by Friday, February 27, 2015 to:
  - Karen Martin at UW-Madison**
  - Dr. Mark Zidon at UW-Platteville**
  - Dr. Gary Onan at UW-River Falls**