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February 3, 2009

Financial Aid Office
St. Augustine Technical Center
2980 Collins Avenue
St. Augustine, FL 32095-1919

Dear SEMA Education Partner:

The Specialty Equipment Market Association (SEMA) is proud to announce the launch of the 2009 SEMA Memorial Scholarship Fund. Each year we distribute more than \$100,000 to the top students seeking a career in the automotive industry. Since the founding of the program in 1984, SEMA has distributed more than \$1 million to more than 700 students.

Enclosed is a flyer highlighting the SEMA Memorial Scholarship program. We ask that you place the poster in a location for viewing by as many students as possible. Given that roughly 40% of all applicants received at least a \$1,000 award in 2008, this program provides your students with a tremendous opportunity to earn additional funds to offset their school expenses in this very difficult economy.

Your students can access the new online application by visiting www.SEMA.org/Scholarships.

It is important that the deadline be observed for applications: the close of business on Wednesday, April 1, 2009.

If you should have any questions, phone 909-396-0289, ext. 137, or email NathanR@SEMA.org.

We are looking forward to your students being represented as winners of one of the automotive industry's most prestigious scholarship programs.

Sincerely,

Nathan M. Ridnour

Enclosure

Proud of dedicated service to the industry since 1963

SEMA Scholarships Available



INTERESTED IN A CAREER IN THE SPECIALTY-EQUIPMENT INDUSTRY?

If you have a passion for cars and trucks, the specialty-equipment market is looking for you.

Scholarship assistance is available to those pursuing careers in the \$38.1 billion specialty equipment industry. Career path opportunities include:

- Accounting
- Administration
- Advertising/PR/Marketing
- Design/Graphics
- Engineering
- Information Technology
- Manufacturing
- Photo/Journalism
- Race Car Driver/Crew
- Sales/Marketing
- Technicians
- Transportation

More than 7,000 SEMA member firms range from a diverse mix of manufacturers, distributors, retailers, publishing companies, engineers, race teams and more. This is an industry that is steadily growing and constantly changing, creating an abundance of career opportunities.

SEMA Scholarships are available for graduate studies and 4- and 2-year degrees. The SEMA Loan Forgiveness Program is available to college graduates employed with a SEMA-member company.

To learn more about SEMA Scholarships and to apply online, visit us at www.sema.org/scholarships or call 909/396-0289.

Deadline for all applications is Wednesday, April 1, 2009.

