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September 2010

One of Your Students Could Win a \$12,000 Scholarship!

Dear Principal:

The National Association of Secondary School Principals (NASSP) and Herff Jones, Inc. are proud to cosponsor the 2010–11 NASSP/Herff Jones Principal's Leadership Award (PLA). Scholarships ranging from \$1,000 to \$12,000 will be awarded to 100 outstanding seniors from all 50 states, the District of Columbia, and Puerto Rico. Since 1988, NASSP and Herff Jones have awarded more than \$3.8 million in PLA scholarships to outstanding students from across the nation.

You are invited to nominate one senior on the basis of leadership skills, participation in service organizations and clubs, achievements in the arts and sciences, employment experience, and academic record. The PLA scholarship program values the importance of a well-rounded education and recognizes leadership in student activities as well as academic performance.

The PLA scholarship program is fully administered online. The nomination form, the counselor or adviser's verification and signature, plus the principal's recommendation and signature, will all be completed electronically through the ISTS Web site. In addition, Herff Jones has waived the processing fee for all schools.

For complete information on nominating instructions and criteria for the NASSP/Herff Jones Principal's Leadership Award visit www.principals.org/PLA. Profiles of past winners and the guides *How to Win a Scholarship from NASSP* and *Writing Recommendations* are also available to assist you in preparing the nomination form. Nomination procedures can be found on the back of this letter.

Once we have received your completed online nomination form, we will send you a certificate of merit. Please don't delay—the online nomination form deadline is December 3, 2010.

Sincerely,

A handwritten signature in black ink that reads "Gerald N. Tirozzi".

Gerald N. Tirozzi
Executive Director



Herff Jones works closely with customers to create a climate of achievement through graduation products, class rings and jewelry, yearbooks, photography, educational publishing and motivation and recognition tools. The company provides guidance, support and high quality products to elementary schools, high schools, colleges and universities, church organizations, professional and collegiate sports teams and corporations. Founded nearly 100 years ago in Indianapolis, Indiana, Herff Jones is an employee-owned organization focused on building long-term relationships through a nationwide network of trusted, expert sales representatives. Additional information is available at www.herffjones.com.

promoting excellence in middle and high school leadership



New Information and Procedures!

The 2010–11 NASSP/Herff Jones Principal's Leadership Award (PLA) Scholarship Program Nomination Form Procedures

The NASSP/Herff Jones Principal's Leadership Award (PLA) scholarship program is fully administered online. The nomination form, the counselor or adviser's verification and signature plus the principal's recommendation and signature will all be submitted through the ISTS, Inc. Web site. High school principals or their designees may nominate one senior per school to compete. The deadline to submit nominations online is **December 3, 2010**.

Please give a copy of these new procedures to your school's administrator and nominee.

Students:

- Go to: aim.applyists.net/PLA
- Create an account using your e-mail address and a password
- Complete the nomination form
- You may return to the site at any time until the deadline (December 3, 2010) with your e-mail address and password to make changes to your nomination form
- Review the completed form for accuracy, and sign it online
- On the recommendations tab, enter the name and e-mail address of your adviser or counselor for the corresponding verification and electronic signature request. ISTS will send an e-mail to your counselor or adviser with instructions and a code to complete the verification for you and sign the form.
- Enter the name and e-mail address of your principal under the corresponding recommendation and electronic signature request. ISTS will send an e-mail to your principal with instructions and a code to complete the recommendation and sign the form.

Advisers or Counselors:

- Once the student has filled out the recommendations tab on the nomination form, ISTS will send you an e-mail with instructions and a supplement code (your verification and signature is a supplement to the student's nomination form). You must first create an account with your e-mail address and a password then enter the supplement code in the supplement code box.
- Follow the instructions to certify that you have reviewed the student's responses and that they are correct, insofar as the official school records indicate.
- Electronically sign the student's nomination form online to complete the verification requirement.

Principals:

- Once the student has filled out the recommendations tab on the form, ISTS will send an e-mail to you with instructions and a supplement code (your recommendation is a supplement to the student's nomination form). Follow the instructions by going to the Web site link and using the code given. You must first create an account with your e-mail address and a password. Enter the supplement code in the supplement code box.
- Provide your recommendation in the space provided.
- Review the nomination form for accuracy and confirm that it has been signed by the student, the school counselor or adviser, and electronically sign the form online to complete the process.

Deadline to submit nominations online is December 3, 2010.

Call Center/Help Line: If you experience any problems with the online process or have questions, please call ISTS at **615-320-3149** or **877-525-8491**.