



Dear Applicant:

In conjunction with the Funeral Service Foundation (FSF), I am pleased to advise you that applications are now being accepted for the **2010 Key Memories™ Scholarships**. Two, two thousand five hundred dollar (\$2,500) scholarships will be awarded to two (2) successful applicants currently enrolled in an accredited program of Mortuary Science. In addition, we are offering an apprenticeship and potential career opportunity within our organization to the winners of each scholarship.

The central plank of Keystone's vision is in our commitment to professionally develop, train, and mentor the highest quality and service minded professionals in the funeral service industry. We believe by forging a partnership with the most promising talent entering the field, we can promote the continued success of the profession.

Each applicant is asked to submit a **150-250 word personal statement** (double spaced) along with a **video submission**. Attached to this letter you will find detailed instructions and the application.

If you have questions, please do not hesitate to contact me at 888-788-7526 ext. 4664, or the Funeral Service Foundation Coordinator, at 877-402-5900.

Deadline: All applications must be postmarked no later than Thursday, March 25, 2010.

Sincerely yours,

Ashley Dregne
Director of Talent Development
Keystone Group Holdings



KEY MEMORIES™ SCHOLARSHIP APPLICATION

Deadline: All applications must be postmarked no later than March 25, 2010

Name

Phone Number

Home Mailing Address (Must be filled out complete with zip code)

Email Address

School of Mortuary Science

() Currently enrolled **OR** () will enroll on: _____
Date

Projected Graduation Date

Your Signature

Social Security Number

Signature of your School Advisor

Printed Name

Complete and email your application, personal statement and video link to: kmscholarship@live.com

KEY MEMORIES
SCHOLARSHIP INSTRUCTIONS

A. Write a 150-250 word double spaced personal statement describing:

The most interesting, intriguing, and/or exciting part of your life – why and what did you learn from it
OR
An activity or experience that has helped to clarify your long-term goals

B. Videotape your responses to the two (2) 'Required' questions below and two (2) questions of your choice, listed below (four responses total). Your video should not exceed 5 minutes.*

C. Email your application, personal statement, and video link (via YouTube) to:

kmscholarship@live.com

If you are unable to upload your video to You Tube, you may mail your video to: Keystone Group Holdings, 400 North Ashley Drive, Suite 1900, Tampa, FL Attn: S.TIDWELL

VIDEO TOPICS

Required Video Question #1 - Why have you chosen funeral service to pursue? Was it for a career opportunity, or was it something or someone who influenced your decision to study mortuary science?

Required Video Question #2 - How will you make a difference in funeral service?

In addition to providing answers for the questions above, select TWO of the video questions below to answer:

- * Beyond empathy, compassion, and strength, what characteristics do you believe a funeral professional today must possess to be successful?
- * Explain what you believe "extraordinary service" is (please be specific and use examples).
- * What personal qualifications and/or special talents do you possess that will be an asset to funeral service? (*the answer to this question should be different than your response to 'Required Video Question #2'*)

A few tips for filming your video:

- ✓ Partner with a professor or fellow student to produce your video message.
- ✓ While filming, use a tripod for stability or position your camera on a hard surface.
- ✓ When answering a question, restate the question in your answer so those viewing are clear about your topic.
- ✓ While practicing your speech, practice it out aloud, noticing your body posture, facial expressions and tone of voice.
- ✓ Be sure your makeup, wardrobe, hair, and setting are consistent with your message.

AWARDS -- Two(2) \$2,500 scholarships awards.

The top (4) candidates will be invited to meet with the Company's Advisory Board for final interviews before winning selections are made (all travel and meal expenses paid).

JOB OPPORTUNITY -- Winners may be offered an Apprenticeship at one of our funeral homes following graduation from an accredited Mortuary Science college and successful passing of the National Board of Funeral Service exams. (Relocation may be required)

CAREER OPPORTUNITY -- Upon successfully completing the Residency term, and with careful review of job performance, a career position as a Licensed Funeral Director may be offered at one of our funeral homes. (Relocation may be required)

* *If you have trouble completing the video component of the application, please contact Ashley Dregne, Director of Talent Development at adregne@keystonegroup.com*