

THE FINANCIAL WOMEN'S ASSOCIATION OF SAN FRANCISCO SCHOLARSHIP FUND

FWA scholarships encourage leadership and provide opportunity for San Francisco Bay Area women in the field of finance and/or the financial services industry. Since 1985, the Fund has awarded over \$1,600,000 in scholarship grants to more than 200 Bay Area women. Affiliation with the Financial Women's Association provides the opportunity to meet potential mentors and network with successful finance professionals while attending both learning and socially oriented functions.



2011 FWA Scholarship Recipients

In 2011, we awarded 10 scholarships totaling \$90,000. Undergraduates receive \$5,000 each and graduate students receive \$10,000 each.

In addition to the financial award, scholarship recipients

- Are honored at an FWA luncheon in June;
- Are invited to the Financial Woman of the Year luncheon in September;
- Receive a paid Associate-level FWA membership, and;
- Are eligible for our mentoring program.

Funding

The scholarships are funded by events held by FWA and through sponsors and individual donations.

Eligibility and Requirements

Undergraduate scholarships are awarded to women who will be juniors or seniors in the Fall semester of the current year.

Graduate scholarships are awarded to students who will be enrolled during the upcoming Summer semester or thereafter. This includes current students or future students who have been accepted into a graduate business program.

All recipients meeting the following criteria are eligible to apply:

- Be enrolled during the upcoming Summer semester or thereafter at an independently accredited Bay Area college or university
- Be enrolled either at:
 - i) The main physical campus of a Bay Area college or university; or
 - ii) If not attending the main campus of your school, be enrolled and attending a school satellite campus located within 1 of the 9 Bay Area counties **and** taking at least eighty percent (80%) of classes at a satellite campus.
- Follow a course of study to attain a degree and pursue a career in finance or in the financial services industry.
- Maintain a minimum GPA of 3.4 or equivalent

Selection Criteria

Emphasis is to be placed on the candidate's alignment to the FWA criteria, demonstrated leadership skills, academic honors and communication skills. Financial need and community involvement are also considered.

\$5,000

Undergraduate
Students

\$10,000

Graduate Students

More information
& online application:
www.fwasfscholarshipfund.org

**The 2012 Application
Deadline is March 24,
2012**

P.O. Box 26143
San Francisco, CA 94126
Phone: (415) 586-8599
Email: info@fwasf.org
www.fwasf.org

Preparation Tips for Scholarship Applicants

- Visit the FWA Scholarship website and review the application process well before the March 24th deadline.
- Reach out to your school resources, such as a Career Center, to assist you in preparing for the interviews. There are two rounds of interviews conducted by FWA panels.
- Begin compiling your application documents early, such as your letters of recommendations and FAFSA.
- Attend an on-campus FWA information session, if available.
- Read the expectations listed below.

Expectations for Scholarship Applicants: Guidelines for Round 1 and 2 Interviews

1) Basic interviewing tips for success:

- Dress appropriately; as though for a job interview (business attire).
- Consider style of speaking/delivery. Avoid using fillers such as 'like' and 'um.'
- Turn off and put away cell phones in the interview.
- Answer questions directly, expand with examples.
- Use good posture and body language. Do not swing around in swivel chairs.
- Be professional in attire and demeanor.
- Maintain eye contact with the interviewer and the general group. Look the interviewer in the eye while responding to questions.

2) Emphasize leadership and career. Be able to articulate current path and passion. Be able to discuss short and long term goals and plans to achieve them.

3) Gain a solid understanding of the FWA by visiting the website, talking to members, etc. Refrain from asking the interviewers to tell you about the FWA as one of your questions at the end.

4) Use the time in the interview to expand on your personal experiences from your essay.

5) Speak positively about accomplishments, avoid being bashful about achievements, and assume the interviewers know nothing about you.

6) Exhibit maturity – candidates can almost talk themselves out of a scholarship by saying too much.

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2011 Scholarship Winners

In 2011, the Financial Women's Association Scholarship fund awarded 10 scholarships totaling \$90,000.

Two undergraduates received \$5,000 each and eight graduate students received \$10,000 each.

Joanna Neilson
Golden Gate University
UNDERGRADUATE



A proud mother of two, Joanna Neilson is currently pursuing her B.S. Accounting at Golden Gate University. She has maintained a 4.0 GPA since matriculating while working full time as a Controller and operating her own bookkeeping business. At Golden Gate, she serves as the Treasurer of the Accounting Club and previously served as the Treasurer of the Temecula Rotary Club. She previously worked at Wells Fargo as a business banker. Joanna is pursuing her CPA and is working towards becoming CFO of her current client, Utique.

Moriah Pierce
Cal State University of the East Bay
UNDERGRADUATE



Moriah Pierce is currently a junior studying accounting at California State University, East Bay. She is VP of Events for the business fraternity, Beta Alpha Psi, and has volunteered as a Supervisor for the Volunteer Income Taxes Assistance program and for the Red Cross. She obtained her Associate's degree in Business Administration and Liberal Arts from Berkeley City College with a 4.0 GPA, graduating as Valedictorian of her class. While at California State University, Moriah has maintained a 4.0 GPA, earning her a place on the Dean's List. Moriah is exploring a career in forensic accounting and pursuing her CPA.

Senaa Al-Ghanem

Lorry I. Lokey Graduate School of Business,
Mills College



A student at the Lorry I. Lokey Graduate School of Business at Mills College, Senaa Al-Ghanem has extensive experience in retail management and managed over 100 employees in her last position. Among her many accomplishments, Senaa self-financed her way through Berkeley as an undergraduate, working full time while attending school. At Mills, Senaa has become very involved in the local community, serving as Vice President for Net Impact and using her business skills to help socioeconomically challenged entrepreneurs at Centro Community Partners. Senaa hopes to pursue a career in accounting.

Sophia Chami

UC Berkeley, Haas School of Business



At the age of 16, Sophia Chami left her native country of Morocco to attend school in Paris. She is currently attending the prestigious Ecole Nationale des Ponts et Chaussees and will graduate with a Masters in Engineering, Financial Mathematics this summer. Sophia plans to attend the Haas School of Business at Berkeley as part of their Masters in Financial Engineering program. Fluent in three languages, English, Arabic and French, Sophia has practiced both ballet and piano for over ten years and achieved a perfect score on the quantitative part of the GRE. She has tutored underprivileged children as well as advocated for children's literacy in rural areas. Sophia plans to pursue a financial quantitative research career.

Beverly Correa

UC Berkeley, Haas School of Business



Beverly Correa is currently a Managing Director of the OBDC, an organization in Oakland that seeks to drive economic revitalization through small business lending. She has extensive experience in micro-lending in California and the East Coast. Beverly spent three years in West Africa volunteering for the Peace Corps and advising local business owners. Fluent in Spanish and the first female of her family to graduate from college, Beverly is dedicated to helping Latina women in business. She will be attending the Berkeley - Columbia Executive MBA program.

Anya Greenberg

Stanford Graduate School of Business



Anya Greenberg emigrated to the U.S. from the former Soviet Union at the age of seven. She self-financed her undergraduate education, majoring in Mathematics at the University of California at Los Angeles graduating summa cum laude. Anya has spent the past three years working for Deloitte where she has received the highest performance ratings, received multiple awards, and served on the leadership committee of the company's Women's Initiative. Currently, she is also an active member of the Dress for Success program in San Francisco. Anya hopes to pursue a career as a Human Resources executive with a particular emphasis on improving the productivity and financial position of an organization in the ever-evolving health care industry.

Katherine Hill

Stanford School of Business



Katie Hill is currently pursuing a dual degree MBA / Masters in Environmental Science at the Stanford Graduate School of Business. Before attending school, Katie spent extensive time abroad, working in Mumbai for Dalberg Global Development Advisors, and helping start the Acumen Fund's office in Hyderabad. She has also spent time in Quito working at a homeless shelter for street children and taught English in Nepal for a year. As an undergraduate at Stanford, Katie worked in Uganda evaluating the country's leading microfinance institutions. This led her to an honors thesis in microfinance. Katie is hoping to pursue a career in the emerging markets, specifically investing in energy and natural resources.

Lan Luan

The Wharton School, University of Pennsylvania (San Francisco Campus)



A native of China, Lan Luan is currently majoring in Corporate Finance at The Wharton School at the University of Pennsylvania, where she has achieved Dean's List status for two consecutive terms and where she co-leads the Executive Entrepreneurship Club. While attending Wharton, Lan works at Microsoft as a Senior Product Manager for the Greater Asia Pacific online advertising business as well as Bing's E-Commerce division. Lan also leads Microsoft's 2000 member Chinese Employee Diversity Group. While an undergraduate at Nanyang Technological University in Singapore, Lan ranked first in academic performance, the first female student to attain this accomplishment. Lan is planning to pursue a career in corporate finance and hopes to become a CFO.

Laura Shaw

Lorry I. Lokey Graduate School of Business,
Mills College



A student at the Lorry I. Lokey Graduate School of Business at Mills College, Laura Shaw is focusing on Corporate Social Responsibility. Laura currently runs her own bookkeeping business, leveraging previous accounting experience with SFJAZZ and American Rivers. She is also passionate about non-profit management, previously working for the Discovery Creek Children's Museum of Washington and currently volunteering with the Network for Teaching Entrepreneurship. She is deeply involved in the Bay Area community, having formerly worked with the San Francisco Botanical Garden at Strybing Arboretum, Oakland Butterfly Urban Garden, People United for a Better Oakland, and San Francisco League of Urban Gardeners.

Courtney McColgan

Stanford Graduate School of Business



Courtney McColgan is currently a dual degree MBA / M.S. Energy and Resources student at the Stanford Graduate School of Business. Fluent in Mandarin, she has spent extensive time in China, researching microfinance as a Fulbright Scholar and working for Morgan Stanley's Beijing office and Draper Fisher Jurvetson's Shanghai office. Most recently, she co-founded China's first person-to-person microlending site, Wokai, in Beijing, which funded 400 borrowers through contributions from 6000 donors. Courtney plans to pursue a career in clean technology investing.

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"The FWA has impacted my life in several positive ways. The scholarship program allowed me to focus more on final semesters at San Jose State University. The mentor program linked me to an excellent mentor who is helping me with the transition from school to career. Finally, the FWA events have allowed me to meet some very impressive and inspiring women."

*- Gaea Dennis,
FWA Scholarship
Recipient*

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The fund is affiliated with the Financial Women's Association of San Francisco and is funded through the Financial Woman of the Year Event, supported by our generous sponsors. Funds received during 2010 funded our 2011 Scholarship program.

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