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## Greenleaf Scholar Reception Welcome

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WMU President John M. Dunn  
Greenleaf reception  
Oct. 30, 2014

- Good afternoon. This is always a wonderful event. We're here to recognize the strong academic record and the potential of the recipients of the Greenleaf Scholarships. We also take this opportunity to reflect on the vision and commitment of William Johnston and his entire firm in making sure the next generation of personal financial planners and finance specialists represent the diversity of our state and nation.
- That vision and commitment is already having an impact. After offering four new scholarships each year for more than a decade, there's already a small and growing cadre of WMU graduates who have benefitted not only from the generous financial assistance but also from the the mentoring and networking opportunities that go along with that scholarship.
- For the new scholarship recipients and all of the returning recipients, congratulations. We're proud of you. You represent the very best of WMU and you have an opportunity to work with, observe and learn from a truly gifted individual who has made his mark in this community and in his profession.
- His personal commitment is to have a work force that looks like the community it serves and offers the profession the kind of varying perspectives that come with that diversity. We're delighted that he selected his alma mater and its students--you-- as the way to make that goal a reality.
- Students, I urge you to take advantage of every opportunity your scholarships and internships provide. Congratulations on being selected to be part of a tremendous program that will help you become the finance professional you want to be.

## ***Greenleaf Trust Scholarship***

- *For WMU students planning to major in finance or personal financial planning.*
- *Preference given to students in under-represented ethnic groups.*
- *Eight scholarships awards of \$10,000 each, renewable three times for a total of four years.*

*Diversity in the field of finance, securities research and wealth management has long been an issue in higher education, as well as the financial professions.*

*Greenleaf Trust is committed to diversity in our company, as well as creating opportunities for increasing diversity in our professional field. To achieve greater diversity, Greenleaf Trust has established the “Scholarship in Finance” at Western Michigan University. Offered to full time students majoring in Finance or Personal Financial Planning, the scholarship is administered through WMU’s Haworth College of Business.*

*Students meeting the scholarship’s requirements may apply; traditionally under-represented ethnicities are especially encouraged to do so. The yearly scholarship award amount is \$10,000 (distributed pro rata for Fall and Spring semesters) and may be renewed as many as three additional times over a four year education. Qualifying requirements are as follows. Each applicant must:*

- *Consistently maintain at least a 2.5 GPA on a 4.0 grading scale*
- *Major in Finance or Personal Financial Planning*

*finance, believing strongly that the workforce in the financial planning field should mirror the diversity of the community.*