



## American Fire Sprinkler Association

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April 14, 2011

Mr. John J. McCullough  
AllSouth Sprinkler Company  
1525 Broadmoor Blvd.  
Buford, GA 30518

Dear Mr. McCullough:

As members of AFSA's Fire Sprinkler Public Education & Awareness (PE&A) Committee, which was created in 1996 to administer your Father's wonderful idea of holding a nationwide scholarship essay contest, we wanted to bring you up-to-date on the overwhelming success of his creation.

In the first year of the contest, more than 500 students took the time to research and write an essay about fire sprinklers and approximately 145 judges shared the responsibility of choosing the national winners. The success of AFSA's national scholarship contest prompted our Board of Directors to continue approving the substantial funding of \$25,000 per year, and each year the number of student entries continued to grow. While that was a wonderful problem to have, it put an increasing strain on the volunteers who were reading and judging the essays to determine regional and national winners. Meanwhile, high school students were increasingly drawn to the Internet, and we recognized that it opened more avenues to reach even more students.

After a lot of brainstorming among members of the AFSA staff and the PE&A Committee, an idea emerged that transformed the essay contest into one that reached even more students with the correct information while it gave our valiant volunteer judges a break from reading. In 2005, AFSA launched the online scholarship contest that we still use today. The new Internet format solved several of the problems we had faced under the old format, including the limited number of essays that could be judged by our members and the possibility that a student might learn incorrect information from the research source. In addition, AFSA was able to eliminate the enormous cost of administering the essay contest and thus provide significantly more money directly into scholarship funds within the same budget.

The first online scholarship contest (2005-2006) reached an astounding 10,400 student entries, as well as many more students who visited our scholarship Web site ([www.afsascholarship.org](http://www.afsascholarship.org)) but did not qualify to enter. Those totals have grown each year. The 2010-2011 contest netted entries from nearly 59,000 individuals, and a total of more than 284,000 unique individuals accessed the scholarship Web site, thus receiving at least some exposure to fire sprinklers even if they did not qualify to enter the contest!

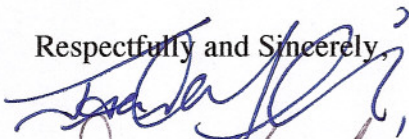
In addition, AFSA's national scholarship contest has continued to support the states that have continued sponsoring an essay contest by adding a \$1,000 prize for the first place winner of each contest.


In 2010, recognizing that there was yet another market to be reached beyond just high school seniors, the AFSA Board of Directors approved a recommendation from the PE&A Committee to create a "second chance scholarship contest." This contest, which can be entered by any U.S. citizen who has graduated from high school or earned a GED, has opened our reach to such groups as returning military and people who need training to change careers or reenter the workforce. Last summer, the second chance scholarship had 53,760 entrants, with nearly 250,000 unique visitors to the Scholarship Web site.

In summary, by acting on the vision of your Father, AFSA has assisted approximately 125 students with more than \$220,000 in scholarships. In addition, AFSA has documented evidence that more than 253,000 students have entered the AFSA scholarship contest since your Father first introduced his idea to the AFSA Board of Directors, and we have additional documentation indicating that the total number of people exposed to the fire sprinkler message is well over one million. As members of AFSA's Fire Sprinkler Public Education & Awareness Committee, we are proud to have been a part of that effort. However, we want you to know that we recognize the credit belongs to your Father.

We hope you will agree that your Father's vision of reaching the younger generation through scholarship opportunities has been successfully carried forth through AFSA's programs. Bob had great foresight to recognize the value of this effort. And, although the Internet was not such a driving force during his lifetime as it is now, we hope you believe as we do that he would approve of our change from the original contest format to take advantage of this new communication tool and reach a much wider market.

Respectfully and Sincerely,

 PE&A CHAIRMAN

  
Don Kaufman AFSA CHAIRMAN  
American Fire Sprinkler Association  
2011 Fire Sprinkler Public Education & Awareness Committee