

Bio for Barbara Ernst

Scholarship Chair

Background: My husband and I (and two labs) escaped California in 2013 after buying a hilltop home near Hassayampa the year before. We sold our Solana Beach home in one day and were given 15 days to move – after 33 years. That was a month I don't ever want to repeat. My husband is a retired contractor, and he couldn't wait to get started on our Prescott dream home.

I attended my first RWOP meeting in 2015 when I met Ann Brechwald, who was on the Judge Jeanine Event committee. Once Ann realized I had a marketing background, she invited me to an Event Committee meeting, and that's how it all began. Linda Nichols was Chair, and she and the team appreciated my marketing background and what I could bring to the planning for the Judge Jeanine event.

Briefly, I retired as Marketing Director for both large and small financial institutions in 2002. My background includes expertise in advertising and marketing, creation of point of purchase materials, buying media, press relations, business development and management skills. Over the past years, I have been honored to do the advertising, press, and program development for Judge Jeanine, Col. Allen West, Sean Spicer, and Mike Huckabee events.

This is the third year I have been the Scholarship Chair, and I have been on the Scholarship team for six years. My 2024 team includes Sherrie Ragsdale, Elaine Janks, Karen Varela, and Dian Tucker. We have already made presentations to the schools this year and look forward to getting applications in the next few months. Deadline is February 23, 2024. What a gratifying experience it has been to get an insight into the future leaders of the GOP.

We seek high school seniors in the quad city area – 10 high schools – and Embry-Riddle Aeronautical College for participation. This year, we are planning to add two technical schools to the RWOP Scholarship Program – Joint Technical Education District (JTed) and C Tech, both of which work out of Yavapai College.

My team and I rate the elements of the application process – 150-word bio, recommendation letter, 500-word essay, and transcripts, and then combine all scores to come up with the top contenders, who are then invited to an in-person interview with the committee.

Either the student or the parent must be a registered Republican. Usually, we have 20+ applicants and narrow the recipients down to 10 - 13, depending on how their scores come together. Since 2015, we have had 96 recipients totaling \$124,275.

Education:

Bachelor's Degree in Business Administration from San Diego State University New York Institute of Finance Series 7 course.