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**RUTGERS SUPPLY CHAIN MANAGEMENT STUDENT
AWARDED BSY ASSOCIATES INC. SCHOLARSHIP BY
CONTAINERIZATION & INTERMODAL INSTITUTE**

NEWARK, NJ – [The Containerization & Intermodal Institute \(CII\)](#) has selected Disha Kundra, a Rutgers Business School MBA candidate, to receive the first-ever BSY Associates Inc. Scholarship of \$1,500. The scholarship is funded by BSY Associates Inc., a marketing and public relations company in Holmdel, New Jersey.

Kundra is in the MBA class of 2010. She is a member of the Supply Chain Student Initiative Club and the Finance and Investment Club at Rutgers Business School. She was awarded the scholarship on Monday, December 8 at the annual Connie Awards Luncheon at the Newark Club.

The collaboration with both corporate and nonprofit organizations is an integral part of Rutgers Business School programs. “By furthering scholarship advancement in specialized areas of business, our programs have a multidisciplinary edge – delivering research and graduates that have the business, science, and technology credentials that today’s employers demand,” said Dean [Michael R. Cooper](#), PhD. “We are proud of Disha and our Supply Chain Management and Marketing Department, and honored that the Containerization & Intermodal Institute selected Rutgers Business School to find their first scholarship recipient.”



From left to right: Barbara Spector Yeninas, CEO and Senior Partner of BSY Associates; Disha Kundra, BSY Associates scholarship recipient; and Gordon Forsyth, Managing Partner of BSY Associates.
Photo credit: Containerization & Intermodal Institute



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The Containerization & Intermodal Institute is a non-profit organization dedicated to providing educational opportunities for transportation industry professionals and the public via a neutral forum for discussion. CII provides these opportunities through existing programs and initiatives, including seminars, scholarships, award programs, educational outreach and historical education. "At the Connie event, student scholarship recipients have the chance to interact with a group of distinguished ocean transportation and intermodal industry executives," said Barbara Yeninas, CEO and Senior Partner of BSY Associates, Inc. and Executive Director of CII. The CII scholarship demonstrates the Supply Chain Management at Rutgers Business School's unparalleled industry collaboration.

The scholarship was established to award an MBA student pursuing a degree in supply chain management or logistics at a New Jersey college. The institute reached out to Rutgers Business School's Supply Chain Management and Marketing Sciences Department to find a deserving student. The opportunity was open to all students working toward a graduate degree in supply chain management. Applicants were required to submit their resume and a brief essay explaining what they plan on doing after completing the MBA program.

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About Rutgers Business School-Newark and New Brunswick:

About Rutgers Business School-Newark and New Brunswick is an integral part of one of the nation's oldest, largest, and most distinguished institutions of higher learning: Rutgers, The State University of New Jersey. Founded in 1776, Rutgers Business School has been accredited since 1941 by AACSB International—the Association to Advance Collegiate Schools of Business — a distinction that represents the hallmark of excellence in management education. Today, Rutgers Business School is educating more than 4,500 undergraduate and graduate students at two main campuses in New Jersey as well as six satellite locations in New Jersey, China, and Singapore. Steeped in academic excellence, with a distinguished faculty and a corps of over 29,000 successful alumni, it is recognized as one of the top three business schools in the greater New York metropolitan area; is ranked #6 nationwide for "Most Competitive Students" by *The Princeton Review*; and is part of the campus that is ranked #1 in diversity nationwide by *U.S. News & World Report*, for 12 straight years. For additional information, visit www.business.rutgers.edu.

About BSY Associates, Inc.:

BSY Associates Inc. was named a Crain's Top 100 BtoB Ad Agency in both 2008 and 2007. BSYA is a full-service brand management and marketing communications firm, offering brand identity and strategy development; integrated marketing consulting, planning and execution; advertising; design; public relations; event management; and crisis response. The company was started in 1974 by award-winning

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journalist Barbara Spector Yeninas and continues to exceed customer expectations with world-class service and personal dedication to clients' success. For more information call (732) 817-0400.