

Winners' Circle

Scholarship students are diverse, talented group

BY AIMEE CIRUCCI

The origins of the Bill Moon Scholarship Program are not all that different from the origins of Moon's well-known family business: Both endeavors began with collaboration and a big idea. William "Bill" Moon worked as a regional coordinator in the Standard Oil truckstop business in the 1960s helping to select sites, hire staff, and launch truckstop locations. When Iowa 80 Truckstop was built by Standard Oil in 1964, it was a very small truckstop with two diesel pumps and a restaurant. As Bill's wife, Carolyn, explained, "When the original owner determined that running the operation was more than he had bargained for, we utilized both our pension plans, our meager savings, and assistance from Amoco to buy the business."

With that humble start, the Moons launched a family business that would eventually develop and operate the first automated stand-alone truck wash operation, develop a public truck scale business, and with the help of dedicated staff, turn Iowa 80 into what is now the world's largest truckstop.

The Bill Moon Scholarship fund had an equally humble start 20 years ago when, in 1989, the Mason-Dixon Truck Stop Operators Association made a \$5,000 contribution for use in establishing an industry scholarship program.

In 1993, the Northeast Truckstop Operators Association also made a \$5,000 contribution and Carolyn Moon added an additional \$10,000. The NATSO Foundation began awarding scholarships to industry employees and their dependants in 1993.

More than a successful businessman, Bill Moon made numerous contributions to NATSO, most notably serving as Chairman in 1989, and becoming the first Chairman of The NATSO Foundation in 1990. In addition to his commitment to the truckstop industry, Moon and his family had a strong belief in the power of education. Bill and Carolyn both graduated from Southwest Missouri State University, and all three of their children received degrees from the University of Iowa.

Bill Moon has left a legacy that thrives today thanks to Carolyn and



his children. The NATSO Foundation scholarship program was fittingly named in his memory. Each year Bill Moon Scholarships are awarded to deserving students with ties to the truckstop industry. Through independent review, applications are evaluated and selections are based on a variety of factors, such as academic merit, community involvement and more. More than \$250,000 in scholarships has been awarded since 1993.

In 2009, eight accomplished students are receiving Bill Moon Scholarships in the amount of \$2,500 each. The students, their col-



lege choices and career aspirations, highlight the diversity of truckstop and travel plaza employees and their families.

Patricia Bieber from Grand Island, Neb., has worked for Bosselman Travel Centers in both the truckstop and convenience store divisions for almost eight years. This fall she will bring her retail experience to Central Community College - Grand Island Campus where she plans to study business management.



For Cody Borgstrom of Newnan, Ga., working in the truckstop industry is a family affair. Both Cody and



his mother have worked with Green Oil-affiliated stores throughout the Atlanta area. Cody plans to study math at the University of Notre Dame.

Kaitlin Duggan from Hershey, Neb., is the only scholarship recipient to boast three generations of travel cen-

Plan Now to Apply

Do you know a deserving student who could benefit from a Bill Moon Scholarship? Applications for the 2010 Bill Moon Scholarships will be available soon on the NATSO Foundation homepage at www.natsofoundation.org. Scholarship applicants must be travel plaza/truckstop employees or their legal dependents, but are not required to work for a NATSO member travel plaza/truckstop. Questions? Visit www.natsofoundation.org for additional information.

ter industry employees. Kaitlin, her mother, and grandmother have all worked for Hershey Western Convenience Store. Though undecided on her field of study, Kaitlin will bring her experience and work ethic to the University of Nebraska – Kearney this fall.



Amanda Miller, of Olathe, Kan., whose father is the marketing manager for Love's Country Store and Truckstop #361, hopes that her future includes law school. She plans to study sociology and pre-law at Kansas State University.



Business Administration is the chosen area of study for **Sterling Robertson** from Canyonville, Ore., who will be attending the University of Oregon. Sterling's mother is has worked for 7 Feathers Truck and Travel Center for six years.



Neal Warner of Trenton, Mich., will expand his musical knowledge with a focus on contemporary writing and production at Berklee College of Music. Neal's father has man-

aged the Detroit Travel Center for 15 years.

Jenna Lemrick, of Vancouver, Wash., an employee of Jubitz Corporation for nine years, will bring her near-decade of work experience to an entirely new field when she begins studying nursing at Concorde.



For **Jay Kirschbaum** who lives in Fort Worth, Texas, the connection to the truckstop industry is his father, an employee of Love's #281 in Fort Worth. Jay is undecided but considering a major in criminal justice at the University of North Texas.



Bill Moon created not only the world's largest truckstop, but also one of the most modern, providing professional drivers and the public with all the amenities of home in a welcoming atmosphere on the road.

No doubt Bill Moon would have been proud of the eight young scholarship recipients of 2009 who will have their own opportunity to revolutionize their respective professions, thanks to the generosity of the truckstop industry. ●



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