



PRESS RELEASE

**For Immediate Release**

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**HP and Dscoop honor Rod Key**  
***Legacy scholarship established at Arizona State University***

**HURST, Texas U.S.A (January 23, 2014)** --- HP and Dscoop are honored to announce the creation of the Rod Key Memorial Scholarship to commemorate the significant contributions



Rod made during his career in the printing industry. Rod passed away suddenly on January 20, 2014, and is survived by his wife, Patty, and his son, Austin. This new scholarship has been created in Rod's memory and will be administered by [EDSF](#) (Electronic Document Scholarship Foundation).

Jan Riecher, vice president and general manager, Americas Graphics Solutions Business, HP, noted: "In addition to what Rod brought to the industry in his various leadership positions and his contributions as an advisory board member at Dscoop, he was also passionate about education. Rod was an advisor for Arizona State University's (ASU) graphic information technology program, which offers students a 'creative, technological and managerial understanding of graphic communication technology in areas such as web, print, photography and multimedia.' As such, we felt that a scholarship in his name at ASU was the most meaningful way to remember him."

Brenda Kai, EDSF executive director added that, "We are proud to administer this scholarship in honor of one of the industry's talented leaders. Rod's legacy will truly live on in the next generation through this scholarship." The Rod Key Memorial Scholarship will be awarded in July 2014 to an outstanding full-time ASU student committed to pursuing a career in the document management and graphic communications marketplace.

## Eligibility

To be eligible for the Rod Key Memorial scholarship, students must have the following:

- An interest in pursuing a career within the Document Management and Graphic Communication industry
- Minimum 3.0 cumulative GPA on a 4.0 scale
- Full-time undergraduate student attending Arizona State University in the Graphic Information Technology Program
- International students may apply

## Criteria

Scholarships are based on a combination of the following: scholastic achievement, application essays, participation in school activities, community service, honors and organizational affiliations, education objectives and academic and professional recommendations.

## Donate to the Rod Key Memorial Scholarship

To make a tax deductible donation to the Rod Key Memorial Scholarship fund, please go to [www.edsf.org/rodkey](http://www.edsf.org/rodkey) . To learn more about this scholarship or to apply, visit [www.edsf.org](http://www.edsf.org) or contact Brenda Kai, EDSF's Executive Director, at 817-849-1145 or via e-mail at [brenda.kai@edsf.org](mailto:brenda.kai@edsf.org).

## About EDSF

EDSF is a charitable foundation dedicated to preparing the next generation of professionals for the document management and graphic communications marketplace. EDSF supports the industry's future by granting scholarships to students in support of their academic careers, by providing research grants to colleges and universities, by building awareness about industry careers, and by recognizing innovative educators and educational programs. EDSF serves vendors and users who design and implement document solutions for business applications. For more information, visit [www.edsf.org](http://www.edsf.org).

## About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning printing, personal systems, software, services and IT infrastructure, HP delivers solutions for customers' most complex challenges in every region of the world. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

## **About Dscoop.**

Founded in 2005, Dscoop (Digital Solutions Cooperative) is an independent global community of graphic arts business owners and technical professionals who use HP Indigo, Scitex, high-end Latex, and Inkjet equipment and related solutions. Dscoop is focused on educating and connecting its members with each other and with HP to improve members' business growth, efficiency and profitability.

Dscoop is available in [North America](#); [Asia-Pacific](#); [Europe, the Middle East and Africa](#); and Latin America.

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