

The Foundation of the Hospitality Sales and Marketing Association International

SCHOLARSHIP PROGRAM

Program Description

The purpose of this program is to provide scholarships to students pursuing Associate, Baccalaureate and Graduate Degrees in Hospitality Sales & Marketing or Revenue Management.

The funds will be forwarded to the colleges of the scholarship recipients to be applied directly to their tuition for the next semester. In addition, students may be asked to contribute to an HSMIAI event or publication geared to students, or to HSMIAI public relations efforts.

Eligibility Criteria

- Enrolled as a student in a hospitality curriculum, pursuing a degree
- Demonstrated hospitality work experience
- An intention to pursue a career in hospitality sales and marketing or revenue management
- Good academic standing

Application Requirements

- Completed application form
- Transcript from current college or university
- Two recommendation forms
- Current resume
- Three personal essays
- Deadline: Must be received by June 15, 2010. No extensions will be granted. The winners will be announced on July 15, 2010.

Judges will consider the following when reviewing each application:

- Grade point average
- Industry-related work experience
- Extracurricular involvement
- Involvement in HSMIAI
- Responses to essay questions
- Recommendations

Send completed applications to:

**HSMIAI
Foundation Scholarship Committee c/o Kathleen Tindell
1760 Old Meadow Road, Suite 500, McLean, VA 22102**

HSMAI Foundation

SCHOLARSHIP PROGRAM APPLICATION FORM

____ I am applying for an Associate Degree Scholarship

____ I am applying for a Baccalaureate Degree Scholarship

____ I am applying for a Scholarship as a Graduate Student

Personal Information

Name:

Last Name First Name Middle Initial

Address:

Street Address _____

City

State

ZIP Code

Current College or University: _____ GPA: _____

Credits earned to date: _____ Expected Graduation Date: _____

Telephone: () - _____ E-mail Address: _____

Social Security Number: _____

Are you a student member of the Hospitality Sales & Marketing Association International (HSMAI): Yes No

Given the July 15, 2010 notification date, I would like to be notified at: Home School

Resume

Attach a current resume that includes:

- College or university that you are currently attending and your major. In addition, describe any academic accomplishments not reflected in your academic course history.
- Work history with employment dates and average hours worked per week.
- Extracurricular activities including any special honors or awards, leadership positions, and average hours involved per week.
- Involvement in HSMAI, including attendance at HSMAI chapter or national events

**H SMAI FOUNDATION
SCHOLARSHIP PROGRAM**

PERSONAL ESSAYS

Each essay should be double-spaced and typed on separate pages. Please limit each essay to one or two pages.

- 1) Discuss your interest in the hospitality industry and your career goals.
- 2) Discuss those personal characteristics you feel will enable you to succeed in reaching these goals.
- 3) Describe a situation in which you faced a challenge or were in a leadership role, including how you dealt with the situation and its outcome.

RECOMMENDATIONS

Two completed recommendation forms are to be included with each application. Preferably, one should be from a college instructor, and one from a work manager or supervisor. The recommendation forms are included with this application. Additional recommendations will not be considered.

The applicant should type his/her name, sign the recommendation form and give the form to each evaluator. The evaluator should place the completed recommendation in a sealed envelope and return it to the applicant. These are to be included in the application envelope. ***It is the applicant's responsibility to include these recommendations with his/her application.***

CERTIFICATION

To the best of my knowledge, all the information on this application to the H SMAI Foundation is complete and accurate.

Signature: _____

Date: _____

Hospitality Sales and Marketing Association International Foundation

SCHOLARSHIP PROGRAM

RECOMMENDATION FORM

The Foundation of the Hospitality Sales and Marketing Association International appreciates your help in providing an evaluation of the following scholarship applicant. When selecting the HSMAI scholarship recipients for 2009, your recommendation will be considered along with the applicant's academic record, work experience, extracurricular involvement and financial need.

Student Name: _____
Last Name First Name Middle Initial

Student Signature: _____

Evaluator Name: _____

Job Title: _____ Company/College: _____

How long have you known the applicant? _____

Please place a check mark in the box that most appropriately describes the applicant's ability within each category.

	Poor	Below Average	Average	Above Average	Superior
MOTIVATION					
LEADERSHIP					
ENTHUSIASM					
INITIATIVE					
TEAM PLAYER					
MATURITY					

Please provide any additional information that you wish to convey about the applicant in the space below.

Evaluator's signature: _____ Date: _____