

# **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

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### 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 2010, 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.*

	<b>Poor</b>	<b>Below Average</b>	<b>Average</b>	<b>Above Average</b>	<b>Superior</b>
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: \_\_\_\_\_