

2018 STS Marketing College - Scholarship Application - \$1,000

DEADLINE: JANUARY 2, 2018

For one week each year, tourism industry professionals from all over the Southeast meet at University of North Georgia for the [Southeast Tourism Society \(STS\) Marketing College](#). During the week, students experience a broad-based curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Marketing College professors are working, experienced professionals from across the U.S. who not only bring expertise, but real-world knowledge and experience, to the classroom. Students participate in classes, lectures, discussion groups and one-of-a-kind networking opportunities in an academic environment conducive to learning. Students who attend three years of Marketing College receive a Travel Marketing Professional (TMP) certification, presented at a special graduation ceremony at the STS spring meeting. Certification is a mark of excellence that you carry with you everywhere you go.

The Huntsville Madison County Hospitality Association (HMCHA) is offering **TWO** members the opportunity to continue their marketing education within our industry with a 1 year \$1,000 scholarship to the STS Marketing College. Any additional costs beyond the \$1,000 scholarship are the responsibility of the applicant or their organization.

2018 Classes Scheduled for June 24 - 29th

Applicant must currently be employed by an HMCHA member organization.

Applicant: _____ Title: _____

Organization Name: _____ Length of Service: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Ext _____

Email Address: _____

This form along with completed questionnaire to be returned to HMCHA

- **TWO** STS Marketing College scholarships will be awarded. Recipients to be announced at the Pineapple Awards Dinner.
- Recipient must attend all classes of the STS Marketing College while in Dahlonega, GA.
- Recipient is a representative of HMCHA and the N. AL. Tourism Industry and will perform as a professional

Please return scholarship application to

The Huntsville Madison County Hospitality Association (HMCHA)
PO Box 322 Huntsville, AL 35804

Or email to info@huntsvillehospitality.org

For Office Use Only

Date Received: _____

All Info Complete: _____

Application for STS Marketing College Scholarship 2018

Applicant Name: _____

I. Involvement with Huntsville Madison County Hospitality Association(HMCHA)

(Unless otherwise noted, responses should be based on 2017 calendar year)

A. Length of HMCHA Membership.

- _____ 1-2 Years (1 point)
_____ 3- 6 Years (3 points)
_____ 7 years or more (5 points)

B. HMCHA Monthly Meeting Attendance. (2 points per meeting attended) If all were attended, an additional 5 points awarded.

- ___ January Pineapple Dinner ___ February ___ March ___ April ___ May Tourism Summit ___ June ___ July
___ August ___ September ___ December ___ Bonus

C. HMCHA Committee Involvement / Board Member

List Committees of which you were a contributing and active member . List Board Member / Position(s) held during the past three years. (1 point per committee and 2 points per board / officer position held)

D. Growth of HMCHA: Did you invite a non member to a HMCHA Event / Luncheon/ Social?

- ___ Yes (5 points) ___ No (0 points)

II. Demonstrated Success of Career

A. Give a brief history of your most accomplished employment role in the Hospitality Industry.
(150 word maximum)

B. Describe, in 100 words or less, your strengths and also, your perceived weaknesses and how you plan to overcome them.

C. What are your 5 year career goals?

Applicant Name: _____

D. Please describe any recognition or awards you have received:

Date of Recognition	Name of Award	Source of Recognition	Description of Recognition

E. Please list all civic/community activities, clubs groups, and/or boards you have served on or been involved with in the last 3 years.

Name of Organization	Dates of Involvement	Position Held	% of Meeting Attended

F. How would you utilize the skills you learn at the STS Marketing College to benefit North Alabama Tourism and Travel, HMCHA, and /or your company (if chosen)?

I, the undersigned, approve of this application for scholarship to the STS Marketing College, and will allow applicant to attend if he/she receives the scholarship. Any additional costs not outlined in application, will be the responsibility of the applicant and or their organization.

Organization Representative's Signature: _____ Date: _____

I understand I am going as a representative of Huntsville/Madison County Hospitality Association and will uphold my duties as recipient of the scholarship. All information in the application is true.

Applicant's Signature: _____ Date: _____

Please return this completed form along with the Application Cover to

HMCHA PO Box 322 Huntsville, AL 35804 or info@huntsvillehospitality.org