



## Hospitality Sales and Marketing Association International (HSMAI) Austin Chapter 2017 Terrell Abbott Scholarship Program

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

Terrell William Abbott demonstrated in his short, but impactful 37 years that when you lead a purposeful life, it positively impacts the lives of those around you. As a founding board member of HSMAI Austin and former owner of RegStep Technologies, Terrell helped build a professional website, event invitation, and registration process that created record first year membership growth and event attendance that has yet to be met or exceeded by any other North American chapter. As a former student of Austin Community College and graduate of Texas State University, Terrell continued to be a student of what made organizations great and enjoyed learning best practices from others' experiences. Unfortunately Terrell's time with us was cut short on January 22, 2014 in a tragic car accident.

This scholarship program is a wonderful tribute to Terrell and representative of HSMAI Austin's vision of mentoring, connecting, developing and encouraging the next generation of great hospitality leaders that will ensure Austin remains a formidable force within the industry.

### ELIGIBILITY CRITERIA

- Enrolled, or graduated, as a student in a hospitality or marketing curriculum, pursuing a degree
- Demonstrated hospitality work experience (host/hostess work, food server, or any experience serving the public)
- An intention to pursue a career in hospitality sales and marketing or revenue management
- Good academic standing with a GPA of 2.5 or higher
- HSMAI Student OR Professional Chapter member in good standing with HSMAI Austin and dues are current

### APPLICATION REQUIREMENTS

- Completed application form
- Transcript from current college or university or high school (if recently graduated)
- Two personal essays – two pages max:
  - 1) Discuss your interest in the hospitality industry and your career goals
  - 2) 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.
- One recommendation form and two personal reference letters
- Current resume
- Register for and attend 50% of HSMAI Austin Events\*  
OR
- Actively participate on one HSMAI Austin committee\*

*\*To be fulfilled by recipient within one year of the awarded date*

Deadline:

- Must be received by **November 30, 2017**. No extensions will be granted. The winners will be announced and awarded by **December 13, 2017**.

### SELECTION

Judges consisting of the Board of Directors will consider the following when reviewing each application:

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





## SCHOLARSHIP PROGRAM

### PERSONAL ESSAYS

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

- 1) Discuss your interest in the hospitality industry and your career goals. Be sure to discuss those personal characteristics you feel will enable you to succeed in reaching these goals.
- 2) 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

One completed recommendation form is to be included with each application – preferably from a college instructor or work manager/supervisor. The recommendation form is included with this application. Additional recommendations will not be considered.

The applicant should include 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.

### PERSONAL REFERENCES

Two personal reference letters are to be included with each application. The authors should be two individuals who can best speak to your abilities. They should discuss your intellectual and professional preparation and your ability to represent HSMAI.

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 components with his/her application.*

### CERTIFICATION

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

Applicant Signature: \_\_\_\_\_ Date: \_\_\_\_\_



SCHOLARSHIP PROGRAM RECOMMENDATION FORM

*Applicant:* Please include your name and signature on the recommendation form and give the form to each evaluator

*Evaluator:* Please fill out the below form and return completed recommendation in a sealed envelope to the applicant.

Student Name: \_\_\_\_\_

Evaluator Name: \_\_\_\_\_

Evaluator 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					

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

Student signature: \_\_\_\_\_ Date: \_\_\_\_\_

Evaluator's signature: \_\_\_\_\_ Date: \_\_\_\_\_