



## **Hospitality Sales & Marketing Association International Foundation (HSMIAIF)**

### **Mike Dimond 2021 Scholarship Program**

#### **About this Scholarship**

Mike Dimond was widely recognized as one of the top hotel marketing executives in the United States, serving the industry in top positions, including Senior Vice President of Sales and Marketing at the Broadmoor in Colorado Springs. He is a member of the HSMIAI Hall of Fame and honored as one of “The 25 Most Extraordinary Minds in Hospitality & Travel.” This scholarship was created by his family to expand and enhance the educational opportunities available to hospitality students interested in following in his footsteps.

#### **Program Description**

Two \$1500 scholarships will be awarded annually to deserving degree-seeking students seeking to pursue careers in Hospitality Sales, Marketing, or Revenue Optimization. The funds are to be used for tuition. Recipients will be asked to work with the HSMIAI Foundation through its programs to encourage other students to pursue careers in these fields.

#### **Eligibility Criteria**

- Fully admitted as a student in an accredited post-secondary hospitality degree program.
- Demonstrated hospitality work experience.
- Intention to pursue a career in hospitality sales, marketing, or revenue optimization.
- Good academic standing.

#### **Application Requirements**

- Completed application form and resume.
- Personal essay or presentation.
- Contact information for two references.
- Current transcripts will be required from finalists.

#### **Selection**

**Deadlines** for the 2021-2022 Academic Year: Completed applications are accepted until May 1, 2021. Decisions will be announced by July 1, 2021 for funding in the Fall Term.

**Criteria:** HSMIAIF Board Members will review each submission and consider the following:

- Proven interest in and intention to pursue a career in hospitality sales, marketing, or revenue management
- Involvement in HSMIAI & other extracurricular involvement
- Industry work experience
- Applicant’s personal essay
- Recommendations
- Grade point average



## Mike Dimond Scholarship Application Form

- ☐ I am applying for an Associate Degree Scholarship.
- ☐ I am applying for a Baccalaureate Degree Scholarship.
- ☐ I am applying for a Graduate Student Scholarship.

### Personal Information

Name: \_\_\_\_\_  
First Middle Initial Last

Postal Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Current college or university: \_\_\_\_\_ GPA: \_\_\_\_\_

Credits earned to date: \_\_\_\_\_ Expected graduation date: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email address: \_\_\_\_\_

Are you a student member of HSMAI? ☐ Yes ☐ No

**Resume:** Attach a copy of your resume, reflecting your educational and work history to date.

**Personal Essay or Presentation:** Using 600 words (or less) or 10 PowerPoint slides (or fewer), use your best sales and marketing skills to inform the selection committee and persuade them why they should invest in your future.

**References:** Please include the name, title, organization, email address, and phone number for two references familiar with your academic or work experience.

	Reference #1	Reference #2
Name		
Title		
Organization		
Email		
Phone		

Submit completed application including this form, resume, and personal essay to: Kathleen Tindell  
[ktindell@hsmi.org](mailto:ktindell@hsmi.org).