



STS Marketing College SCHOLARSHIP *Application*

www.huntsvillehospitality.org

Application for STS Marketing College Scholarship 2020

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

DEADLINE: JANUARY 3, 2020

\$1000 STS Marketing College Scholarship

Certification is a mark of excellence that you carry with you everywhere you go. The Southeast Tourism Marketing College provides an opportunity for members of our industry to gain practical business and industry-specific knowledge to build a strong business reputation for the industry. STS Marketing College is a three-year educational program for the tourism industry.

The Huntsville Madison County Hospitality Association (HMCHA) would like to assist its members in the effort to continue their education within our industry with a \$1000 scholarship to the Southeast Tourism Society Marketing College. The recipient of the scholarship award will need to apply directly with the STS Marketing College and is not necessarily guaranteed acceptance to the class by winning this scholarship. Any additional costs beyond the \$1000 scholarship are the responsibility of the applicant or their organization.

Applicant must currently be employed by a HMCHA member company.

Applicant: _____ Title: _____

Property Name: _____ Length of Service: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Ext _____

Email Address: _____

Classes Scheduled for July 26-31, 2020

This form along with the completed questionnaire to be returned to HMCHA

- One STS Marketing College scholarship will be awarded. Recipient will be announced at the Pineapple Awards Dinner.
- Recipient must attend all classes of the STS Marketing College while in Dahlenoga, GA. (July 26-31, 2020)
- 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 35801
info@huntsvillehospitality.org

For Office Use Only

Date Received: _____

All Info Complete: _____

Application for STS Marketing College Scholarship 2020

Applicant Name: _____

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

(Unless otherwise noted, responses should be based on 2019 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 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 Signature: _____ Date: _____

Please return this completed form along with the Application Cover by January 3, 2020

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