

**PRESS RELEASE**

**FOR MEDIA ATTENTION**

**HSMIAI ANNOUNCES ENTRY CALL FOR  
FOUNDATION SCHOLARSHIP PROGRAM**

MCLEAN, VA (March 26, 2004) – Providing students with financial assistance to pursue a career in hospitality sales and marketing, the Hospitality Sales & Marketing Association International (HSMIAI) has announced applications for the 2004 HSMIAI Foundation Scholarship program are now available.

The HSMIAI Foundation, which has been providing scholarships since 1983, will provide two \$2,000 merit scholarships to full-time students in the Baccalaureate/Graduate Degree Candidate category, and two \$500 merit scholarships will be given to part-time students pursuing Associate, Baccalaureate or Graduate Degrees.

The application deadline is May 1, 2004 and recipients will be notified by June 1, 2004.

The funds will be forwarded to the colleges of the scholarship recipients and be applied directly to their tuition for the following semester. Additionally, the awarded students will be the guests of the HSMIAI Foundation at an upcoming HSMIAI industry event.

“Awarding annual scholarships to deserving and committed students has been a greatly rewarding initiative,” states Robert A. Gilbert, CHME, CHA, president and CEO of HSMIAI. “We take great pride in providing assistance and encouragement to the next generation of our workforce.”

To be eligible, students must be enrolled in a hospitality management or related curriculum and be pursuing a degree; have demonstrated hospitality work experience; have an interest in a career in hospitality sales and marketing; and be in good academic standing.

Application requirements are as follows: a typed application form; transcript from current college or university; two recommendation forms; a current resume; and three personal essays.

To apply, visit [www.hsmiai.org](http://www.hsmiai.org) for more details and to download an application.

The HSMIAI Foundation was established in 1983 to serve as the research and educational arm of the Hospitality Sales & Marketing Association International. Its mission is to expand and enhance the

educational opportunities available to hospitality sales and marketing executives and to increase the amount of in-depth research conducted on behalf of the profession.

**For more information on HSMIAI or the HSMIAI Foundation, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005. You can also visit the website at [www.hsmiai.org](http://www.hsmiai.org).**

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