

Mike Dimond HSMAI Foundation Scholarship Fund Continues Legacy of Industry Giant

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The HSMAI Foundation announces the creation of the Mike Dimond HSMAI Foundation Scholarship Fund, in memory of the hospitality industry leader who passed away last month at the age of 67.

"Mike believed in giving back to the industry he loved," said Fran Brasseur, executive vice president of HSMAI Foundation. "This scholarship fund will do just that, awarding scholarships annually to deserving students in hospitality programs who plan to pursue careers in sales and marketing."

Widely recognized as one of the top hotel marketing executives in the nation, Dimond's career spanned more than four decades. Dimond was the recipient of the ASAE's 'Academy of Leaders' award, MPI's 'Supplier of the Year' award, was named 'Sales Executive of the Year' for Insurance Conference Planners, and is a member of the Hospitality Sales and Marketing Association International's (HSMAI) Hall of Fame. He was inducted into the prestigious Convention Industry Council's (CIC) Hall of Leaders in 2002 and honored as one of 'The 25 Most Extraordinary Sales & Marketing Minds in Hospitality & Travel' for 2003 by HSMAI. He also received the Certified Hospitality Marketing Executive (CHME) designation from HSMAI.

"Mike was honored with several awards during his illustrious career but one he was extremely proud of was being inducted into the HSMAI Hall of Fame," said fellow industry leader John Metcalfe. "He always gave so much credit for his success to the things he learned and the people he met through HSMAI. In an effort to continue the legacy of this giant in our industry we are establishing this scholarship so Mike's fabulous name and contribution to our industries will live on in perpetuity."

For more information or to make a donation to the Mike Dimond HSMAI Foundation Scholarship Fund, please visit www.hsmaifoundation.org. Details on the new Mike Dimond HSMAI Foundation Scholarship Fund award process will be announced shortly.

About HSMAI Foundation

Established in 1983 to serve as the research and educational arm of the Hospitality Sales and Marketing Association International, the HSMAI Foundation's 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. Today, and in the years ahead, the HSMAI Foundation, a 501 (c) (3) organization, plans to accelerate its research and publishing activities to contribute even more to the continuing education of those engaged in this fast-paced, increasingly demanding profession. For more information on the HSMAI Foundation, contact the Hospitality Sales & Marketing Association International Foundation, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at www.hsmaifoundation.org.

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