

# Meet Mt. Pleasant

Mt. Pleasant Area Convention & Visitors Bureau

## **The William Brehm Tourism Scholarship Presented by the Mt. Pleasant Area Convention & Visitors Bureau**

### **Description**

The William Brehm Tourism Scholarship was established by the Mt. Pleasant Area Convention & Visitors Bureau Board of Directors in 2007 in honor of Mr. Brehm for being a trailblazer and tourism advocate for our community. The Brehm family played a huge role in the hospitality sector and opened the first modern day hotel, the Holiday Inn, which also had Boomers Nightclub, Holiday Greens, the Green Suites and the PohlCat Golf Course. This annual scholarship of \$1,000 will be awarded by the Mt. Pleasant Area Convention & Visitors Bureau to a Central Michigan University student that meets the criteria listed here and is chosen by the MPACVB's Awards Committee.

### **Award**

A scholarship of \$1,000 will be awarded annually. The recipient will be honored at a banquet on October 29, 2024 at 12 p.m. at the Courtyard Mt. Pleasant at Central Michigan University in Mt. Pleasant.

### **Eligibility Factors**

1. Must have earned a minimum of 48 credit hours.
2. Must have a GPA of no less than 3.00
3. Must be enrolled at Central Michigan University in the Fall of 2024.
4. Must have a signed Major in Marketing & Hospitality, Recreation, Parks & Leisure, or Public Relations.

### **Procedure**

1. Submit ~
  - Response to questions through Google form
  - Two letters of recommendation
  - One official or unofficial CMU transcript
  - Resume
2. All applications that are received by the designated deadline will be evaluated by the MPACVB Awards Committee.
3. Applicants will be notified of the selection process results after the submission deadline date.
4. All materials, except the question responses through the Google form questionnaire, must be submitted through the Google form link on the MPACVB's website: <https://www.meetmtp.com/scholarships/>

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## Criteria Used for Evaluation

1. Materials must be completed and presented in a professional manner.
2. Demonstrated quality in academic performance.
3. Two supportive references with original signatures. One required from each of the following categories: a) academic source; b) work/service source (preferably from a facility within the tourism industry).

## To the Candidate

*Respond to the following questions using a maximum of two paragraphs per question. Be as complete as possible. Please submit all responses via the Google Form "[Questionnaire](#)".*

## Questions

1. Why have you chosen the tourism industry as your course of study?
2. What are your future goals / position in the tourism industry?
3. Why do you feel you should be awarded this scholarship?
4. What has been your most significant tourism experience to date and why?

**Application Deadline: Friday, October 11, 2024**

**Submit all application materials via website through Google form link.**

Incomplete and late applications will not be considered.

For any questions or concerns please reach out to:

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