



Willmore H. Kendall Scholarship Eligibility, Application Requirements & Submission Guidelines

This document is to be used to help you prepare to complete your online application. Please make note of the application elements that require you to upload a separate PDF document and those that will prompt you to create a list within the online application.

Scholarship Awards

The Club Foundation will award scholarships annually, based on the availability of funds and merit of application. In order to help recipients meet certification requirements and prepare them for the CCM exam, each scholarship will include the tuition fees (*except travel expenses*) associated with the following programs:

- BMI Club Management;
- BMI Leadership Principles;
- BMI General Manager/Chief Operating Officer;
- BMI Food & Beverage OR BMI Golf Management;
- BMI Certification Review Course (including Study Guide); and
- CCM Exam Fees

Scholarship awards will be granted based on recommendations made by The Club Foundation Allocation Committee and approved by The Club Foundation Board of Governors.

Applicants will be evaluated on the following criteria:

- Management Experience (Note: internships are not calculated as part of this score)
- CMAA Chapter and Community Activities
- Quality of your essay
- General Manager Letter of Recommendation
- Club Member Letter of Recommendation
- Overall Quality

Restrictions:

- Receiving the scholarship does not in any way guarantee the awarding of the CCM designation.
- The scholarship only applies to programs/courses not yet taken. No refunds will be made for courses previously paid for, including those not yet taken.

Eligibility:

Applicants must be:

- a member of CMAA;
- an assistant manager;
- committed to a career in the club industry;
- actively pursuing the CCM designation;
- have at least one BMI course remaining to complete; and
- nominated for the scholarship by their CMAA chapter.

Application Requirements:

The outlined application requirements will be needed to complete your online application.

Applicant Information

- Candidate Contact Information
- CMAA Member ID#
- CMAA Chapter
- Total number of years in the management/supervisory positions in a private club

Employment Information

- Current Employer
 - Employer Address
 - Title

- Number of years at club
 - Supervisor's Name & Title
- Previous Employer
 - Employer Address
 - Title
 - Number of years at club
 - Supervisor's Name & Title

Education Information

- Name of Institution/Location
- Number of Years Completed
- Degree Earned (Y/N)
- Major Field of Study

You may include multiple institutions.

Activities

- Describe any CMAA activities in which you are/have been an active participant (i.e. chapter activities, education programs/workshops and Conference). **Text field will be provided in the online application.**
- Describe any community activities in which you are/have been an active participant. **Text field will be provided in the online application.**

Budget

- What is your club's total budget allocation for education and how do you personally benefit from that allocation? **Text field will be provided in the online application.**

Essay

- Applicant essay (500-1,000 words) addressing the following:
 - Describe in detail your career objectives and goals.
 - Detail the reason(s) you wish to pursue your CCM designation.
 - What are your specific interests within the private club management field?

- Select one characteristic of Mr. Willmoore H. Kendall with which you identify and explain why. (Mr. Kendall's bio is available for viewing on The Club Foundation Web page at www.clubfoundation.org.)
- **Please save your essay as a PDF to upload into the online application portal.**

Chapter Letter of Support

- A letter of support must be provided by your chapter, written by a chapter officer or managing director. Recommender should write, sign, and submit to you as a PDF.
- The content of the letter is left to the recommender's discretion, but must address the following questions:
 - How long has the candidate been with the Chapter?
 - Why are you supporting the candidate's application for the Kendall scholarship?
 - How has the candidate demonstrated his/her dedication to the Club Management profession?
 - What is his/her potential for advancement in the club management field?
- **Please save the Chapter Letter of Support as a PDF to upload into the online application portal.**

Letter of Recommendation – Club General Manager

- Letter must be typed on club letterhead.
- The content of the letter is left to the recommender's discretion, but must address the following questions:
 - How long and under what circumstances have you known the candidate?
 - Why are you recommending the candidate?
 - How well does the candidate perform his/her job functions?
 - What is his/her potential for advancement in the club management field?

- **Please save your General Manager Letter of Recommendation as a PDF to upload into the online application portal.**

Letter of Recommendation – Club Member

- Letter must be typed on club letterhead.
- The content of the letter is left to the recommender's discretion, but must address the following questions:
 - How long and under what circumstances have you known the applicant?
 - Why are you recommending the candidate?
 - How well does the candidate interact with club members?
- **Please save the Club Member Letter of Recommendation as a PDF to upload into the online application portal.**

Submit Your Application

Applications must be submitted to your Chapter by October 1, 2020.

Final applications, including the Chapter's letter of support are to be submitted by 1:59pm EDT on November 1, 2020.

Submit your application here: <http://clubfoundation.org/applications/kendall.html>

Applicants will be notified via email that their application has been successfully submitted.