

SAN FRANCISCO BAY AREA ATTRACTIONS COUNCIL

"Your Passport to Success"

Keith R. Kittle Memorial Travel & Tourism Scholarship

The San Francisco Bay Area Attractions Council, formerly known as the Northern California Attractions Association founded in 1976, is a cooperative marketing organization made up of seven major attractions in the San Francisco Bay Area who promote the travel and tourism industry throughout the world. Each attraction recognizes the importance of the education and training of our future industry leaders and has therefore instituted this scholarship program to assist a deserving student with their college education.

The scholarship is named in honor of Keith R. Kittle, former General Manager (1973-1996) of the Winchester Mystery House. Keith was one of the founding members of the Northern California Attractions Association, along with six other tourism marketing executives. He always fostered growth, knowledge, and cooperation.

Amount: \$1,000.00

Check will be made payable directly to the scholarship recipient.

REQUIREMENTS:

- 1.) Scholarship applicant must be a resident of Northern California
- 2.) Scholarship recipient must be registered to attend, or currently attending, a two-year or four-year college in a field of study related to Travel & Tourism or Hospitality Management.
- 3.) Eligible applicants must submit a one-page typewritten essay on "Why I want to pursue a career in the Hospitality & Tourism industry."
- 4.) Eligible applicants must complete the attached application.
- 5.) San Francisco Bay Area Attractions Association members, and their immediate families, are not eligible.

SELECTION PROCESS:

- A.) All essays, and applications, must be received by no later than April 29, 2011.
- B.) Essays and applications must be sent to:
SAN FRANCISCO BAY AREA ATTRACTIONS COUNCIL
KEITH R. KITTLE MEMORIAL TRAVEL & TOURISM SCHOLARSHIP
C/o Lenat & Partners, Inc.
330 Townsend St., Suite 112
San Francisco, CA 94107
- C.) Members of the San Francisco Bay Area Attractions Council will review each application, and essay, and select the winning application.

Member Attractions

- * California's Great America Theme Park * Classic Sightseeing Adventures *
* Winchester Mystery House * Gilroy Gardens Family Theme Park *
* Roaring Camp Railroad * The Flea Market * Ripley's Believe It or Not! *