

DIAGEO

&

**INDIANA ASSOCIATION
OF BEVERAGE
RETAILERS**

2009-2010 SCHOLARSHIP AWARD
APPLICATIONS

DEADLINE TO APPLY – MAY 31, 2009

SELECTION

Completed scholarship application packets will be reviewed by a selection committee representing the Indiana Hospitality and Tourism Foundation, Inc. The committee is comprised of five members selected by the IABR. Awards will be granted August 1, 2009. Recipients will be recognized at the IABR Annual Meeting on October 17, 2009.

Selection will be based solely on the information contained in the application and supporting documentation. Demonstration of financial need is not required to qualify for any scholarship and will not affect the selection process.

Deadline is May 31, 2009 for the 2009-2010 academic year.

AWARDS

No recipient shall receive more than one Diageo / IABR Scholarship award per year.

Scholarships are one-year awards.

Scholarship applicants and award recipients in any one-year are eligible to apply for a scholarship award in subsequent years.

All award monies are designated for tuition and fees only, for the upcoming academic year only, and will be paid directly to the academic institution by the Foundation at least two weeks prior to the tuition date indicated on the recipient's application.

Scholarship awards are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of applicant and without limitation due to location of college or university within the U.S.

Scholarship	Award Amount	Awards Available
Captain Morgan® "Larger Than Life"	\$3,000	1
Crown Royal® "Royal Achievement"	\$3,000	1
Johnnie Walker® "Keep Walking"	\$3,000	1
Smirnoff® "Clearly Original"	\$3,000	1
Jose Cuervo ® "Vive Cuervo"	\$3,000	1

DISCLOSURE

Each applicant must prepare a complete application package for each scholarship he/she applies for. Each package must include:

- **Application** indicating which scholarship is being applied for
- **One letter of recommendation** in separate, sealed envelope. Personal or family recommendations will not be accepted. Recommendation letters should speak to the applicant's academic merit, professional goals and/or leadership qualities. Acceptable letters must be from faculty member, employer or individual who can identify applicant's leadership capabilities.
- **Copy** of a drivers license and social security card must accompany application
- **Essay** of 300-500 words, typed and double-spaced with applicant's name at the top. Essay question varies by scholarship.
- **Original Official Transcript(s)**. If applying for more than one scholarship, only one transcript must be an original official transcript. The others may be copies. Forms printed from the college's / university's website will not be accepted. Keep in mind that fulfillment of requests for official transcripts may take up to 2-3 weeks.
- **Verification of Current Enrollment** (Form attached). Must be completed by the college / university currently attending AND the college/university the applicant plans on attending in Fall 2009, if applicable.

Incomplete application packages, not prepared as stated above, will be disqualified.

APPLICATION PROCEDURE

- Application period begins December 1, 2008.
- The completed application and supporting documents must be mailed together in one package and postmarked no later than May 31, 2009.
- All required materials must be typed or printed legibly.
- Mail application package to:
Indiana Hospitality and Tourism Foundation, Inc.
Attn: Diageo / IABR Scholarship
200 S. Meridian St.; #350
Indianapolis, IN 46225
- Call the Indiana Hospitality and Tourism Foundation, Inc. with questions: 800-678-1957.



“LARGER THAN LIFE SPIRIT” \$3000 SCHOLARSHIP AWARD

INTRODUCTION

Captain Henry Morgan was a charismatic leader with an indomitable will to succeed and larger than life spirit. The Captain Morgan® “Larger Than Life Spirit” Scholarship Award was established to provide financial assistance to individuals who portrays a well-noted sociability and involvement agenda by demonstrating their leadership through dedicating their time and energy to worthwhile extra-curricular activities (i.e. work experience, community service, sports, student organizations) - just the way Sir Captain Henry Morgan would have wanted.

PURPOSE

The purpose for this scholarship award is to provide financial assistance to an individual who portray a well-noted sociability and involvement agenda. Scholarships will be awarded to members of the Indiana Association of Beverage Retailers, as well as their children, grandchildren, or loyal employees or employee child/spouse.

ELIGIBILITY

All applicants must meet the following eligibility requirements:

Applicant must be a minimum of 21 years of age by close of the application process.	Essay (300-500words) portraying a well-noted sociability and involvement agenda.
Applicant must have a minimum high school diploma.	Applicant must submit all required application information, postmarked no later than 5/31/09
Applicant must be a full time student as defined by the academic institution.	Applicant must be a citizen of the United States and attend an academic institution located within the United States
Applicant must have maintained a minimum 2.0 GPA out of a 4.0 scale (or the equivalent).	Applicant must be an IABR member or have a parent, grandparent, legal guardian or employer who is a member of the IABR. Employees must have worked for IABR member for at least 2 years to apply or for a child/spouse of an employee to apply.
Applicant must not have committed any alcohol related legal offenses within last four years.	Scholarships are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of application and without limitation due to location of college or university within the U.S.
Financial information not required to qualify, not based on need.	



**“ROYAL ACHIEVEMENT”
\$3000 SCHOLARSHIP AWARD**

INTRODUCTION

Crown Royal® is a legendary whisky, often considered a special reward and symbol of success. The Crown Royal® “Royal Achievement” Scholarship Award was established to provide financial assistance to an individual who has made legendary achievements and accomplishments both inside and outside the classroom.

PURPOSE

The purpose for this scholarship award is to provide financial assistance to an individual who has achieved tremendous accomplishments. Scholarships will be awarded to members of the Indiana Association of Beverage Retailers, as well as their children, grandchildren, or loyal employees or employee child/spouse.

ELIGIBILITY

All applicants must meet the following eligibility requirements:

Applicant must be a minimum of 21 years of age by close of the application period.	Essay (300-500words): depicting notable achievements and accomplishments.
Applicant must have a minimum high school diploma.	Applicant must submit all required application information, postmarked no later than 5/31/09
Applicant must be a full time student as defined by the academic institution.	Applicant must be a citizen of the United States and attend an academic institution located within the United States
Applicant must have maintained a minimum 2.0 GPA out of a 4.0 scale (or the equivalent).	Applicant must be an IABR member or have a parent, grandparent, legal guardian or employer who is a member of the IABR. Employees must have worked for IABR member for at least 2 years to apply or for a child/spouse of an employee to apply.
Applicant must not have committed any alcohol related legal offenses within last four years.	Scholarships are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of application and without limitation due to location of college or university within the U.S.
Financial information not required to qualify, not based on need.	



“KEEP WALKING” \$3000 SCHOLARSHIP AWARD

INTRODUCTION

The Johnnie Walker® “Keep Walking” Scholarship was established to provide financial assistance to those individuals who have overcome a major challenge to pursue their dreams. In 1820, a young man named John Walker dreamed of blending the perfect whisky. Today the spirit that carries his name is the world’s most popular whisky. The *Striding Man* brand logo and “Keep Walking” phrase epitomizes John Walker’s belief that through commitment and perseverance, any dream can be achieved, any obstacle overcome.

PURPOSE

The purpose for this scholarship is to provide financial assistance to an individual who shown the ability to overcome adversity. Scholarships will be awarded to members of the Indiana Association of Beverage Retailers, as well as their children, grandchildren, or loyal employees or employee child/spouse.

ELIGIBILITY

All applicants must meet the following eligibility requirements:

Applicant must be a minimum of 21 years of age by close of the application period.	Essay (300-500words): Describe the most meaningful challenge you have had in life and how you addressed it.
Applicant must have a minimum high school diploma.	Applicant must submit all required application information, postmarked no later than 3/01/08
Applicant must be a full time student as defined by the academic institution.	Applicant must be a citizen of the United States and attend an academic institution located within the United States
Applicant must have maintained a minimum 2.0 GPA out of a 4.0 scale (or the equivalent).	Applicant must be an IABR member or have a parent, grandparent, legal guardian or employer who is a member of the IABR. Employees must have worked for IABR member for at least 2 years to apply or for a child/spouse of an employee to apply.
Applicant must not have committed any alcohol related legal offenses within last four years.	Scholarships are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of application and without limitation due to location of college or university within the U.S.
Financial information not required to qualify, not based on need.	



“CLEARLY ORIGINAL” SCHOLARSHIP AWARD

INTRODUCTION

Smirnoff has always remained true to its roots -- “clearly original,” making it the #1 vodka and #1 spirit in the world and in Indiana. The Smirnoff® “Clearly Original” Scholarship was established to provide financial assistance to those individuals who are using their original ideas and diversity / original lifestyle to become successful leaders.

PURPOSE

The purpose for this scholarship is to provide financial assistance to those individuals who have contributed original ideas, live an original lifestyle and are clear leaders – “Clearly Original.” Scholarships will be awarded to members of the Indiana Association of Beverage Retailers, as well as their children, grandchildren, or loyal employees or employee child/spouse.

ELIGIBILITY

All applicants must meet the following eligibility requirements:

Applicant must be a minimum of 21 years of age by close of the application period.	Essay (300-500words): Describe your original ideas, life style and leadership attributes.
Applicant must have a minimum high school diploma.	Applicant must submit all required application information, postmarked no later than 3/01/08
Applicant must be a full time student as defined by the academic institution.	Applicant must be a citizen of the United States and attend an academic institution located within the United States
Applicant must have maintained a minimum 2.0 GPA out of a 4.0 scale (or the equivalent).	Applicant must be an IABR member or have a parent, grandparent, legal guardian or employer who is a member of the IABR. Employees must have worked for IABR member for at least 2 years
Applicant must not have committed any alcohol related legal offenses within last four years.	Scholarships are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of application and without limitation due to location of college or university within the U.S.
Financial information not required to qualify, not based on need.	



“JOSE CUERVO ® VIVE CUERVO” SCHOLARSHIP AWARD

INTRODUCTION

Jose Cuervo the No 1 premium tequila in the world, has been making Tequila the same way for 200 years, by five generations of the same family, fueling the local economy, with a demonstrated commitment to better the lives within the community. The “Jose Cuervo ® Vive Cuervo Scholarship Award” was established to provide financial assistance to individuals whose outstanding community service helps to provide a better life for others.

PURPOSE

The purpose for this scholarship is to provide financial assistance to an individual who has demonstrated a dedication to community service so that others may live better. Scholarships will be awarded to members of the Indiana Association of Beverage Retailers, as well as their children, grandchildren, or loyal employees or employee child/spouse.

ELIGIBILITY

All applicants must meet the following eligibility requirements:

Applicant must be a minimum of 21 years of age by close of the application period.	Essay (300-500words): Demonstrating your outstanding community service so that others may live better.
Applicant must have a minimum high school diploma.	Applicant must submit all required application information, postmarked no later than 3/01/08
Applicant must be a full time student as defined by the academic institution.	Applicant must be a citizen of the United States and attend an academic institution located within the United States
Applicant must have maintained a minimum 2.0 GPA out of a 4.0 scale (or the equivalent).	Applicant must be an IABR member or have a parent, grandparent, legal guardian or employer who is a member of the IABR. Employees must have worked for IABR member for at least 2 years
Applicant must not have committed any alcohol related legal offenses within last four years.	Scholarships are open to all students meeting eligibility requirements on a non-discriminatory basis without regard to race, creed, religion, age or sex of application and without limitation due to location of college or university within the U.S.
Financial information not required to qualify, not based on need.	

DIAGEO / IABR SCHOLARSHIP APPLICATION 2008-2009 – PAGE ONE

- Crown Royal® “Royal Achievement” Johnnie Walker® “Keep Walking”
 Captain Morgan® “Larger Than Life” Smirnoff® “Clearly Original”
 Jose Cuervo ® “Vive Cuervo”

Deadline for Submission: May 31, 2009

Send completed application to: Indiana Hospitality & Tourism Foundation

Application valid only for the 2009-2010 academic year

Attn: IABR / Diageo Scholarship

Print in dark ink or type

200 S. Meridian St.; #350

Indianapolis, IN 46225

APPLICANT'S NAME _____ Date _____

Permanent Mailing Address _____

Home Phone Number () _____ Email _____

Are you a U.S. Citizen? Yes _____ No _____ Are you at least 21 years old? _____

Applicant's relationship to IABR Member _____

IABR MEMBER NAME _____ Retail Business Name _____

Address _____ Member Phone Number () _____

Are you employed? Yes _____ No _____ **EMPLOYER'S NAME** _____

Employer Address _____

Employer Phone Number() _____ How many hours per week do you work? _____

NAME OF COLLEGE / UNIVERSITY Currently Attending _____

Address _____

Major(s) _____ Concentration(s) _____

Overall GPA _____ on scale of _____ Major GPA _____

Expected Date of Graduation _____

Name of College / University you will be attending in Fall 2007 _____

If different academic institution than listed above, provide Name _____

Address _____

Tuition Due Date for Fall 2008 _____

I affirm the information that I have provided on this application, or any supportive materials, is complete, accurate, and true to the best of my knowledge. I understand that furnishing false information may result in not being considered or revocation of award at some later date. I understand that, if selected for a scholarship, you may use my photograph and/or testimonial for promotion and public relation purposes.

Signature of Applicant _____ Date _____

DIAGEO / IABR SCHOLARSHIP APPLICATION 2009-2010 – PAGE TWO

LIST OF SCHOOLS PREVIOUSLY ATTENDED (Since High School graduation. Use additional paper if needed)

Name of School	City / State	Dates Attended (From / To)

Attach an official transcript from all previous institutions attended

FOR THE REMAINDER OF THE APPLICATION, YOU MAY COMPLETE THE INFORMATION BELOW OR ATTACH A ONE PAGE RESUME CAPTURING YOUR LEADERSHIP AND WORK EXPERIENCE AS OUTLINED BELOW

DEMONSTRATED LEADERSHIP (Include Community Service Activities, Leadership Roles, Honors /Awards /Special Recognitions, or Extra-Curricular Activities. Use additional paper if needed)

Activity / Role / Honor	Year(s)	Detailed Description

WORK EXPERIENCE (Include paid, volunteer, full and part time positions. Include present and previous employment & internships. Use additional paper if needed)

Year(s)	Company Name	Positions Held / Job Titles	Description of Responsibilities and Accomplishments

VERIFICATION OF ENROLLMENT

Dear Admissions / Registrar:

This student is applying for a scholarship from Diageo North America and the Indiana Association of Beverage Retailers. Please complete the information requested below for verification of the student's acceptance to this academic institution.

In addition, please verify the student's current enrollment status and total number of hours completed. This information should be included in the student's scholarship application package. Thank you.

To be completed by Student:

I authorize the above requested information to be released to the LABR and Diageo North America in connection with my application for a Scholarship.

Student

Academic Institution

Date

To be completed by Admissions / Registrar:

Student

Academic Institution

Date of Acceptance to this Institution _____

Is this student currently enrolled? _____ Is this student full time or part time (circle one)

Course of study currently enrolled _____

Number of Academic Hours completed: _____

Student State: (circle one) Freshman Sophomore Junior Senior Other

Signature: _____ Title _____

Print Name: _____ Telephone(_____)_____