

IdeaS Revenue Optimization and the Cornell School of Hotel Administration are pleased to announce the launch of the IdeaS Cornell Revenue Management Scholarship Program. This is a first of its kind scholarship program offering hospitality professionals access to an online certificate and professional development opportunity in Revenue Management.

Six scholarships will be awarded in a calendar year (typically three in the first half of the year and three in the second half) that will provide scholarship recipients paid registration to the following five eCornell courses leading to an **eCornell Hotel Revenue Management Certificate**:

- 1) Introduction to Hotel Revenue Management
- 2) Forecasting and Availability Controls in Hotel Revenue Management
- 3) Pricing Strategy and Distribution Channels in Hotel Revenue Management
- 4) Overbooking Practices in Hotel Revenue Management
- 5) Non-Traditional Applications of Hotel Revenue Management

This five-course certificate series in hotel revenue management, developed by renowned revenue management expert Dr. Sheryl Kimes of Cornell's School of Hotel Administration, provides a holistic view of the application of hotel revenue management concepts and practices to the hospitality industry.

APPLICANT ELIGIBILITY

- Applicant must be employed in a full time position in the hospitality industry
- Applicant must either be directly responsible for the Revenue Management function or should be aspiring to grow into a Revenue Management position
- Applicant's employer must be engaged in the activity of providing lodging services; which include and are limited to hotels, motels, clubs, resorts, casinos, and theme parks
- Applicant must submit a completed application electronically or via mail by the stated application deadlines

APPLICATION DEADLINES

First-half-year 2010 Scholarship Program: **MONDAY, 17TH MAY 2010**

Second-half-year 2010 Scholarship Program: **MONDAY, 18TH OCTOBER 2010**

All applications must be received electronically or by mail by the Cornell School of Hotel Administration no later than 5 pm EST on the above dates. All applications received after the stated deadlines will be considered for the next cycle of the scholarship program. Completed applications can be submitted either electronically to IDeaSScholarship@sha.cornell.edu or mailed to the address below:

IdeaS Cornell Revenue Management Scholarship Program
149 Statler Hall, Cornell School of Hotel Administration
Ithaca, NY 14853

AWARD OF SCHOLARSHIPS

- A Scholarship Panel will be formed by the Cornell School of Hotel Administration
- Decisions made by the Scholarship Panel will be final and no correspondence will be entered into
- The Scholarship Panel reserves the right not to award all scholarships
- Successful applicants will be contacted directly by IDeaS and the Cornell School of Hotel Administration

To learn more about the IDeaS Cornell Revenue Management Scholarship Program, please visit:

<http://www.hotelschool.cornell.edu/execed/ideas>

ABOUT IDEAS - A SAS COMPANY



As the hospitality industry's premier provider of Pricing, Forecasting and Optimizations solutions and services, IDeaS Revenue Optimization, a SAS COMPANY, enables hotels to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

Headquartered in Minneapolis, IDeaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit www.ideas.com

ABOUT CORNELL UNIVERSITY SCHOOL OF HOTEL ADMINISTRATION



Cornell University
School of Hotel
Administration

The Cornell University School of Hotel Administration is shaping the global knowledge base for hospitality management through leadership in education, research and industry advancement.

The school provides management instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell School of Hotel Administration is recognized as the world leader in its field. For more information, visit www.hotelschool.cornell.edu.

Application Number:

2010 APPLICATION

A. PERSONAL INFORMATION

Name (first, middle, last) _____

Job Title _____

Company _____

Company Website _____

Supervisor/Manager _____ Supervisor/Manager Job Title _____

Company Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Work Phone _____ Work Fax _____

E-Mail Address _____ Website _____

In principle and in practice, IDEaS and Cornell School of Hotel Administration value and seek diverse and inclusive participation within the field of hospitality revenue management. IDEaS and the Cornell School of Hotel Administration promote involvement and expanded access to professional development opportunities regardless of race, ethnicity, gender, religion, age, sexual orientation, nationality, disability, appearance, geographic location or professional level.

The IDEaS Cornell Revenue Management Scholarship Application will be evaluated 'blind', in that the Scholarship Panel will only have access to Section B of this application.

Application Number:

B. ESSAYS

Please key in your responses in the space provided below or attach additional sheets as appropriate. Use no more than 250 words to answer each question.

It is advisable that you do not disclose your identity, current employer or affiliations in your responses below. Prior to sharing your application with the Scholarship Panel, the Cornell School of Hotel Administration will remove all such information.

- 1) What is the primary role of Revenue Management in your organization? What have you been able to achieve or would like to achieve in developing a sustainable Revenue Management culture?
- 2) Why should you be awarded the IDEA S Cornell Revenue Management Scholarship? How will this scholarship immediately benefit you in your current position or on your path to a Revenue Management position?
- 3) How would you describe the importance of Revenue Management during uncertain economic times?

Application Number:

C. APPLICANT COMMITMENTS

- 1) The personal information provided is correct to the best of the applicant's knowledge.
- 2) The views expressed in Section B of the application are entirely that of the applicant. No support or inputs were received from any other individual or organization.
- 3) The applicant did not disclose their identity, current employer or affiliations, if any, while answering the essay questions in Section B.
- 4) If selected, the applicant will commit to registering and successfully completing the eCornell Hotel Revenue Management Certificate within (4) four months of the award of the scholarship. If not completed within (4) four months, the Cornell School of Hotel Administration reserves the right to revoke the scholarship.
- 5) If selected, the applicant agrees that IDeaS and the Cornell School of Hotel Administration using their name in public announcements and commonly deployed marketing practices for the scholarship program.
- 6) By applying for the Scholarship Program, the applicant consents to the collection and use of their personal information by IDeaS and Cornell School of Hotel Administration as per their current Privacy Policies (see terms and conditions section for more on these policies).
- 7) The scholarship is non transferable.
- 8) The applicant agrees to submit the application as per the stated deadlines.
- 9) If selected, the applicant authorizes IDeaS and the Cornell School of Hotel Administration to request and obtain from eCornell information relating to their completion of the eCornell courses and programs in which the applicant is enrolled in connection with the IDeaS Cornell Revenue Management Scholarship Program, and the applicant also authorizes eCornell to provide such information to IDeaS and the Cornell School of Hotel Administration.

By signing below, I acknowledge that decisions of the Cornell School of Hotel Administration are final. I certify that I meet the basic eligibility requirements of the scholarship program as described in this application, that the information provided herein is complete and accurate to the best of my knowledge, and that I have read and agree to the above-referenced 'Applicant Commitments'.

I further certify that I am not prohibited from applying for or accepting the scholarship (if awarded) by any law, regulation, contractual provision, rule or policy, including my employer's rules and policies. If requested, I agree to provide proof of information I have given on this form. I understand and acknowledge that falsification of information may result in disqualification of my application and/or termination of any scholarship awarded.

Applicant's Signature _____

Print Name _____

Date of Submission _____

Application Number:

D. TERMS AND CONDITIONS OF THE IDEAS CORNELL REVENUE MANAGEMENT SCHOLARSHIP PROGRAM

- 1) IdeaS and the Cornell School of Hotel Administration employees and their family members and dependents are not eligible to receive the scholarships.
- 2) IdeaS will pay the cost of registration for the five eCornell courses leading to an eCornell Hotel Revenue Management Certificate directly to Cornell School of Hotel Administration and not to the scholarship recipient.
- 3) IdeaS and the Cornell School of Hotel Administration reserve the right to review the conditions and procedures of the IdeaS Cornell Revenue Management Scholarship Program and to make changes at any time, including termination of the program.
- 4) The applicant is responsible for submitting all materials to the Cornell School of Hotel Administration on time. Incomplete applications will not be evaluated or considered. This application becomes complete and valid only when the Cornell School of Hotel Administration has received all of the requisite materials.
- 5) IdeaS and the Cornell School of Hotel Administration do not sell, trade, or rent the personal information provided by scholarship recipients. IdeaS and the Cornell School of Hotel Administration may share your personal information with eCornell so it may use such information as a part of your enrollment in its programs or otherwise contact the applicant. IdeaS and the Cornell School of Hotel Administration may also release the applicant's personal information when, in good faith, such release is reasonably necessary to (i) comply with law, (ii) enforce or apply the terms of any of our agreements with eCornell, or (iii) protect the rights, property or safety of IdeaS and the Cornell School of Hotel Administration, our users, or others. Except as otherwise provided herein, IdeaS and the Cornell School of Hotel Administration will use and disclose your personal information only as described in [IdeaS' Privacy Statement](#) and the [Cornell Hotel School's Privacy Policy](#) respectively.