



**HAWAII LODGING & TOURISM**  
ASSOCIATION

**Established in 1947**

2270 Kalakaua Avenue, Suite 1506  
Honolulu, HI 96815

Phone: (808) 923-0407

Fax: (808) 924-3843

E-mail: [info@hawaiilodging.org](mailto:info@hawaiilodging.org)

Website: [www.hawaiilodging.org](http://www.hawaiilodging.org)

# R.W. "BOB" HOLDEN SCHOLARSHIP



**HAWAII LODGING & TOURISM**  
ASSOCIATION

Offered by the  
Hawai'i Lodging and Tourism  
Association

Administered by the  
Hawaii Hotel Industry Foundation

The R.W. Bob Holden Scholarship is a tribute to the continuing leadership in the hotel industry and dedication to education of those entering the industry as expressed by Bob Holden.

Students with the dedication and leadership potential to work toward the Standards of excellence Bob Holden has set by his example are invited to apply for the Holden Scholarship.

## **R.W. "BOB" HOLDEN**

R. W. "Bob" Holden has been an outstanding leader of the hospitality industry and active in furthering education in the lodging industry.

"Bob" Holden has been a licensed pilot, and avid sailor, a scratch golfer, a marathon runner, tennis player, musician and a third-generation hotelier. He was active with Colony Resorts.

He was the top Sheraton executive in the Pacific, served as senior vice president of the Sheraton Corporation and president of Sheraton Hotels in the Pacific, directing operations of hotels on the Mainland West Coast, in Hawaii and the Far East.

Born in Port Huron, Michigan, he grew up in the hotel business working in his family's inn and restaurant while attending high school and later joining his father in establishing a drive-in restaurant chain in Detroit.

Following an eight-year association with the Jack Tar Management Company, as senior vice president for operations, he joined Sheraton as vice president and general manager of the Sheraton Park Hotel in Washington, D.C. and the director of national/international sales, and in 1969 he was named regional manager for Hawaii.

Despite the scope and demands of his operations and administrative work, Holden found time to serve in variety of community and civic endeavors.

"Bob" Holden was the founder of the Visitor Industry Education Council of Hawaii in 1973, a group formed to take the story of Hawaii's visitor industry and its importance to the citizens and general public of Hawaii. He was a member of the Advisory Council of the University of Hawaii TIM School, former director of the Waikiki Improvement Association and he is considered the "Father" of the Hawai'i Lodging & Tourism Association's Visitor Industry Charity Walk.

Other achievements include recipient of the Lodging Hospitality Magazine Hall of Fame Award, Meritorious Achievements Award from the N.A.A.C.P. and the 1978 Salesman of the Year Award from the Sales & Marketing Executives Club of Honolulu.

### **WHO IS ELIGIBLE?**

Students with the dedication and leadership potential to work toward the standards of excellence "Bob" Holden has set by his work.

The following criteria should be met for the R. W. "Bob" Holden Scholarship:

- Must be a resident of Hawaii and a U. S. citizen.
- Must be a junior or senior attending an accredited university or college and accepted in a hotel management program.
- Must maintain a minimum 3.0 grade

### **REQUIREMENTS**

The judges' selection of scholarship recipients will be made on the basis of citizenship and leadership as demonstrated through activities and college performance. The following should be submitted with the scholarship application:

- Current official transcript (or most current transcript if not in school now).
- Letter of recommendation from a college professor, counselor or dean.
- An autobiography, and
- A career goals essay.

### **USE OF FUNDS**

Scholarship funds will be mailed to the financial aid or college counselor office and will be used for tuition and books. Funds are not to be used for room/board.

### **SCHOLARSHIP COMMITTEE**

The R.W. "Bob" Holden scholarship selection committee consists of the immediate past chairperson, current chairperson, chairperson elect, vice chairperson, treasurer and president of the Hawai'i Lodging & Tourism Association and other directors.

## **APPLICATION CHECKLIST:** **(ENCLOSURES REQUIRED WITH APPLICATION)**

- Proof of residency (copy of Hawaii state identification card or Hawaii state driver's license)
- Most recent official transcript from current college
- Autobiography
- Career goals essay
- Recommendation from university professor, counselor or dean
- Photograph (optional)

◆◆◆

## **MAIL NO LATER THAN JULY 1ST TO:**

R.W. Bob Holden Scholarship Committee  
Hawaii Hotel Industry Foundation  
2270 Kalakaua Avenue, Suite 1506  
Honolulu, HI 96815

◆◆◆

## **QUESTIONS?**

Call (808) 923-0407 or  
E-mail: [info@hawaiilodging.org](mailto:info@hawaiilodging.org)  
Website: [www.hawaiilodging.org](http://www.hawaiilodging.org)

◆◆◆

## **APPLICATIONS ARE AVAILABLE ANNUALLY:**

Call the HLTA office to receive a copy by mail or download from website available from February 1st to June 30th.