said. “Their support of the School of Tourism and Hospitality Management will reduce the financial hardships of one of our deserving, talented students, and I could not be more grateful for their generosity.”

–Lora Strum

US Airways awards STHM scholarship funds

With the assistance of US Airways, select students from Temple University’s School of Tourism and Hospitality Management were walking on air.

For the second straight year, US Airways awarded $20,000 to STHM, which disseminated the scholarship funds among current students who are pursuing careers in the tourism and hospitality industries.

In the fall, STHM selected five students to each receive individual $4,000 scholarships to be applied to their Spring 2015 tuition expenses. US Airways, the world’s largest following its merger last year with American Airlines, allows the university to determine both the criteria for choosing its recipients as well as the value of individual scholarships.

Beginning in 2013, the US Airways Scholarship program has set aside a $20,000 stipend for the largest public university in each of US Airways’ hub cities, with Temple University being one of them. Arizona State, which is located in Phoenix, and the University of North Carolina-Charlotte also have received $20,000 scholarship grants from the airline.

“It’s an opportunity to support education in our hubs,” said Kelly Balthazor, US Airways’ Senior Manager of Community Relations. “It’s only (the program’s) second year, so the impact is difficult to determine, but we’ve had recipients write thankful notes, and some have said it’s been extremely impactful and that they’ve been able to concentrate more on their studies.”

–Christopher A. Vito

Skål International making progress toward STHM scholarship

Skål International’s local chapter, based in Philadelphia, recently completed its third installment on what will be a $25,000 endowment to Temple University’s School of Tourism and Hospitality Management, with the hope of securing further contributions toward its cause.

When the financial goal for the endowment is reached, the Skål International Philadelphia Scholarship Fund will be awarded annually to an STHM student who displays excellence in and out of the classroom.

“We’re looking for leaders in the industry, and where you start is by identifying leaders at the college level,” said June Seminario, the membership development officer and past president of the Philadelphia chapter of Skål International. “This scholarship, when established, will benefit students who achieve academic greatness, and also those who are active and outgoing, strong communicators and willing to network.”

Winners of the Skål International Philadelphia Scholarship Fund will receive scholarship money of an annually fluctuating sum, in addition to membership to Young Skål. Members of Young Skål, who are dubbed Skálleagues, would have a natural bridge to the parent organization upon graduation.

Founded in 1934, Skål International is the tourism industry’s only global organization. Skål, which joins all branches of the travel and tourism industries, boasts more than 18,000 members in 450 clubs covering 85 nations, with most of its activities occurring at local-level chapters.

To contribute to the Skål International Philadelphia Scholarship Fund, please visit giving.temple.edu/givetoSTHM.

–Christopher A. Vito

Spring 2015 | CONNECTIONS | 19