

**FOR IMMEDIATE RELEASE**

## UCF Rosen College Faculty Awarded PCMA Scholarships

**ORLANDO, Jan. 5, 2009** -- Three professors from the University of Central Florida's hospitality college will join industry leaders next year at one of the nation's leading meetings conventions.

The Professional Convention Management Association Education Foundation tapped three Rosen College of Hospitality Management professors for the 2009 PCMA Annual Meeting Faculty Scholarship. A total of 10 faculty members nationwide were selected.

The three UCF professors are Deborah Breiter, Suzan Bunn and Kimberly Severt.

The scholarship, which was created for the 2009 Annual Meeting, presents a unique opportunity for deserving faculty members to build industry connections and bring real-world experience back to their classrooms and students. The award includes complimentary roundtrip airfare; hotel accommodations for four nights; and complimentary registration for the 53rd Annual Meeting, which runs Jan. 11 to 14 in New Orleans.

At the Annual Meeting, PCMA will also engage faculty attendees to help build a Meeting Management 101 curriculum and begin early discussions on the sixth edition of Professional Meeting Management (PMM). PMM is PCMA's desk reference for meetings industry professionals and is adopted by faculty at more than 110 colleges and universities.

"Not only is the PCMA Annual Meeting widely considered the industry's premier event, but it is essentially a testing ground for the latest industry ideas," said Christie Hicks, the 2008 PCMA Education Foundation chairwoman. "The learning and networking experiences are truly invaluable. Making it easier for faculty members to participate in the meeting will also prove an investment in the future of our industry."

In addition to the faculty scholarships, the PCMA Education Foundation funds 17 scholarships throughout the year to student members. These scholarships help open doors to the industry and ease the financial burden that higher education can create. For more information about the foundation, go to [www.pcma.org/foundation](http://www.pcma.org/foundation). For more information about the PCMA Annual Meeting, visit [www.pcma2009.org](http://www.pcma2009.org).

**About PCMA:** The Professional Convention Management Association (PCMA) is the professional resource and premier educator for the meetings and convention industry. Founded in 1957, PCMA represents the interests of meeting management executives from associations, non-profit organizations, corporations, independent meeting planning companies, and multi-management firms who recognize the importance of meetings to their organization. PCMA empowers members with the tools they need to succeed as meeting professionals and to promote the value of the industry to their organizations and the general public. Headquartered in Chicago, PCMA has 16 chapters throughout the United States and Canada. For additional information, please visit the PCMA Web site at [www.pcma.org](http://www.pcma.org).

The role of the PCMA Education Foundation is to support the mission of the PCMA through fundraising and grant giving focused on education and research that will benefit the meetings and conventions industry. Established in 1985, the Foundation supports educational programs to improve professionalism in the meetings industry and to provide a university-level meeting management curriculum. The Foundation provides educational programs for meeting managers, hotels, convention and visitors bureaus, and other members of the meetings industry. It also conducts ongoing research of industry issues and concerns. The Foundation

**About the Rosen College of Hospitality Management**

Located in the heart of the tourism and hospitality industry, Orlando, the Rosen College of Hospitality Management is dedicated to the values of professionalism, leadership and service. The mission of the Rosen College of Hospitality Management is to develop future generations of global hospitality and tourism leaders representing all industry segments in the hospitality capital of the world, through innovative academic programs, cutting edge research and strong industry and community partnerships.

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