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Timothy S Y Lam Foundation partners with Hotel Sales and Marketing Association International (HSMAI).

LAS VEGAS- The Timothy S Y Lam Foundation is expanding our giving program to bring continued value to your contributions that enhance foundation visibility, community presence, and status, & will optimize support services to a wider range of demographics, ages & professional stages, in the hospitality industry. We are creating innovative campaigns & projects through social gatherings, education, association partnerships & community outreach.

With this goal in mind, we have been researching more hospitality associations & have teamed up with HSMAI to support certifications in hotel sales, revenue management, business acumen, & digital marketing.

You can apply for the certifications by going to the [HSMAI Americas](https://www.hsmai.org) website and submit the requested information. Some certifications will require a set number of hours and experience in the hospitality industry as a prerequisite. All certifications will come with a study guide that will create an opportunity for education before designation. Once your application is accepted by HSMAI you can then apply for a hospitality certification scholarship on [TSYLF.org](https://www.tsylf.org). The board will review your application & your supporting documents & will submit a check for the payment of the testing to HSMAI in your name. Reimbursement agreements will be considered on a case-by-case basis & are only available to those who have paid for the test with their own personal funding & have completed & passed the exam.

More information about HSMAI certifications can be found on the [TSYLF](https://www.tsylf.org) website scholarship application page. A link to the FAQ's, which was designed by an HSMI representative & the Timothy S Y Lam Foundation is available for your review. You can also contact Foundation Associate Charity Mills [@cmills@timothysylam.org](mailto:cmills@timothysylam.org) or Kathy Tindell of HSMAI at Kathy.tindell@hsmasi.org 703.509.7543

The Timothy S Y Lam Foundation will always be grateful for the opportunity to develop new partnerships to lend a hand to hospitality professionals just like you.

About the Timothy S Y Lam Foundation

The Timothy S Y Lam Foundation (TSYLF) is a 501(c)(3) – private foundation established in 2012 to honor the legacy of Timothy S Y Lam by supporting the professional development and academic advancement of the hospitality industry. The mission of TSYLF is to support research, education, and training within the hospitality industry by bestowing scholarships and grants to those seeking careers or advancement in the hospitality industry; funding education programs that promote the hospitality industry; and awarding research grants to those interested in blending academia with practical industry know-how.