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CONTACT: Teresa Stephenson
(916) 443-9012
info@dmawest.org

FOR IMMEDIATE RELEASE

DMA West Foundation Establishes “Brad Burlingame Honorary Scholarship” at Cal Poly Pomona

In recognition of Brad Burlingame’s commitment to the destination marketing industry, the Destination Marketing Association of the West Education & Research Foundation (DMA West Foundation) has established a legacy scholarship in his name. The **Brad Burlingame Honorary Scholarship** will be awarded annually to a sophomore or junior studying at Cal Poly Pomona in California.

Burlingame served as President & CEO of what now is Visit West Hollywood for 18 years. During his leadership, Visit West Hollywood helped West Hollywood become a major travel destination. He passed away in December 2015.

Burlingame served six years on the WACVB (now DMA West) Board of Directors, including service as its Board President. He also served as President of the Board of Trustees of the WACVB (now DMA West) Education & Research Foundation. Burlingame believed in introducing young people to the destination marketing profession and was a widely respected leader in the industry.

The scholarship program celebrates Burlingame’s contributions to the destination marketing industry and his commitment to encouraging young people to explore career paths in the profession.

When Burlingame was honored in 2013 with the Association’s “Spirit of Leadership Award,” he penned post-award comments about receiving the award. These are just some of his comments: *“It is always nice to be honored even though my personal philosophy is not to seek the spotlight. Simply **Accept the Big Challenge and Be a Leader**. That kind of professional attitude is one of the many rewards I have received from WACVB (now DMA West) throughout the years.”*

When DMA West Foundation staff shared the news about the establishment of the scholarship with his widow Diane McDavitt-Burlingame, she responded with this message – “What a wonderful tribute to Brad. He was such a supporter of young people and truly loved mentoring and guiding them, particularly if they showed an interest in his field. He would be so proud to know his name will be forever connected to this terrific program.”

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The DMA West Education & Research Foundation is dedicated to enhancing the future effectiveness of destination marketing professionals through research projects and learning opportunities focused on successful organizational management and marketing strategies. DMO industry leaders created the foundation to conduct educational programs, provide scholarship grants and sponsor DMO awareness and research projects associated with the visitor and convention industry.

DMA West Education & Research Foundation | 950 Glenn Drive, Suite 150, Folsom, CA 95630 | info@dmawest.org | www.dmawest.org