
2020 Texas Hill Country Wine Scholarship Packet



2019 Texas Hill Country Wine Scholarship Recipients

In 2019, Texas Hill Country Wineries awarded \$12,500 to 9 students enrolled at Texas A&M University, Texas Tech University and Texas State University. The THCW Board, Scholarship Committee and Winery Members are committed to supporting industry education and the advancement of Texas wine.

Founded in 2018 by the Maxwell Family, the Ken Maxwell Memorial Scholarship is awarded to one exceptional applicant showing dedication to enology, viticulture and the Texas wine industry each year.

The inaugural Texas Wine Community Scholarships were awarded in 2019 to multiple outstanding applicants and are funded by donations directly from Texas wine industry members. Thank you to Vinovium Partners & The Wine & Food Foundation of Texas for helping establish this special scholarship.

TEXAS WINE INDUSTRY OVERVIEW

Texas*

Total Economic Impact \$13.1 Billion
Full-Time Equivalent Jobs 12,758 Wages Paid \$528 Million
Wineries 333+ Wine Produced (Cases) 1.3 Million Vineyard Acres 4,000+
*TWGGA 2015 Economic Impact Report

Texas Hill Country

Wineries 70+ Wine Produced (Cases) 425,000+ Vineyard Acres 1,000+
2nd Largest AVA in the Nation, 9 million acres
Estimated 1 million tourist visit Hill Country Wineries each year
10 Best Wine Travel Destinations 2014 –Wine Enthusiast

In the Texas Hill Country we reveal a diversity of passion in the personalities of our many wineries. We cultivate a spectacular experience for our adventurous visitors and wine lovers who share our unparalleled hospitality. The community of the THCW presents the independent origins of our craft. We promote the advancement of our thriving and trailblazing winery members.

TEXAS WINE INDUSTRY JOBS



Tasting Room & Hospitality

- Tasting Room Attendant
- Customer Service
- Hospitality Manager
- Tasting Room Manager
- Wine Club Manager
- Concierge



Events

- Event Coordinator
- Festivals and Off-Site
- Line/Prep Cook
- Wedding Planning
- Corporate Events
- Chef



Winery

- Winemaker
- Warehouse Supervisor
- Cellar Associate
- Lab Tech
- Assistant Winemaker
- Cellar Master
- Quality Control Tech
- Enologist



Vineyard

- Vineyard Manager
- Vineyard Labor
- Mechanic
- Viticulturist
- Harvest Labor



Admin & Management

- Marketing
- Accounting
- Administrative Assistant
- Sales Rep/Manager
- Brand Manager
- Social Media
- DTC Manager



Industry

- Enology/Viticulture Consultant
- Trade Association
- Sommelier
- Festival/Event Promoter
- Lab Tech
- Wine Broker
- Sales Representative
- Academia

TEXAS WINE INDUSTRY EDUCATION

Grayson Community College

Certificate in Viticulture, Certificate in Enology,
 Associates of Applied Sciences in Viticulture and Enology

Palo Alto College

Specialization in Viticulture & Enology, Associates of Applied Sciences in Viticulture & Enology

Texas A&M University
Certificate in Enology

Texas State University
Sustainability Studies, MA Sociology

Texas Tech University
Bachelor's of Science in Horticultural & Turf Grass Science, emphasis on Viticulture & Enology

University of Houston: Conrad N Hilton College
Hotel & Restaurant Management, MS in Hospitality Management,
MS in Global Hospitality Business, Ph.D. in Hospitality Administration

Continuing Education
Grayson College: [Viticulture & Enology Courses](#)
Texas A&M AgriLife Extension: [Workshops, Field Days, Short Courses](#)
Texas Tech University: [Certificate in Viticulture](#) & [Certificate in Enology](#)



2020 TEXAS HILL COUNTRY WINE INDUSTRY SCHOLARSHIP APPLICATION

The Texas Hill Country Wine Industry Scholarship program is in conjunction with Texas Hill Country Wineries, a non-profit trade association. The scholarship committee will award academic scholarships to Texas residents enrolled in a school or college program related to the wine industry. Scholarships are awarded to graduating high school seniors and/or a college student in a related industry program. Award of scholarship funds requires enrollment confirmation in approved program from the school or college.

Submission Deadline: November 1, 2020

Interviews: Some applicants may be asked to do an in-person in the Hill Country or video conference interview for further consideration. These will take place in November, based on committee availability, and will be arranged directly with applicant.

Criteria:

- Texas resident
- Graduating high school senior enrolled in related wine industry program
- **OR** Current college student enrolled in related wine industry program
- Submit completed application form
- Submit 3 letters of recommendation from non-family members
- Proof of enrollment

General Information

Applicant First Name _____ Last Name _____

Email Address _____

Home Address _____

City _____ State _____ Zip _____

Phone Number _____

Birthdate _____

Parents Names (if applicant is under 18 years old)

Education Information - Complete for most recent

College (attending now or will attend next fall) _____

School Address _____

City, State, Zip _____ Phone Number _____

Department and Major _____

Advisor _____ Email _____

Class next fall: ____Freshman ____Sophomore ____Junior ____Senior ____Grad Student

Dates Attended _____ Expected Graduation _____ GPA last semester _____ Cumulative GPA _____

High School (do not complete if not most recent) _____

School Address _____

City, State, Zip _____ Phone Number _____

Counselor _____ Email _____

Dates Attended _____ Expected Graduation _____ GPA last semester _____ Cumulative GPA _____

Have you ever taken college level courses or attended a four-year college? _____Yes _____No

List any academic honors, awards, membership activities while in college or high school:

List your hobbies, outside interests, extracurricular and school related volunteer activities:

List your non-school sponsored volunteer activities in the community:

Essay Questions (please use additional pages if needed)

What is your connection to the Texas Hill Country and Texas Wine?

What is your long-term goal within the Texas wine industry?

Why should you receive a Texas Hill Country Wine Scholarship?

How do you intend to use the scholarship funds?



2020 Texas Hill Country Wine Industry Scholarship Submission Agreement

Submission Deadline: November 1, 2020

Interviews: November 2020 if needed

Recipients Announced: December 1, 2020

Award Presentation: January 20, 2021 – Hill Country Wine Symposium*, Horseshoe Bay Resort

You must submit your materials online to THCW Executive Director, January Wiese at January@TexasWineTrail.com. All information must be completed to be reviewed.

*All scholarship award recipients will receive ONE complimentary registration to the 2021 Hill Country Wine Symposium, January 19-20, 2021. This includes 2 days of educational sessions, lunch both days & reception. Lodging is not included. Registration can only be used for the scholarship recipient.

Information on the Symposium can be found under Industry Tickets at TexasWineTrail.com soon.

I, _____, have read and understand the conditions of the Texas Hill Country Wine Industry Scholarship. I affirm that I plan to pursue a career in the Texas Wine Industry. I give permission to officials of my institution to release transcripts of my academic record and other information requested for consideration in the THCWIS program. I understand that this application will be available only to qualified people who need to see it in

the course of their duties. I waive the right to access letters of recommendation written on my behalf. If selected as a THCWIS recipient, I agree to attend the Scholarship Awards Ceremony at the 2021 Hill Country Wine Symposium on January 20, 2021 at Horseshoe Bay Resort, Horseshoe Bay, Texas. I affirm the information contained herein is true and accurate to the best of my knowledge and belief.

Signature _____ Date _____

Printed Name _____