Ready for the Next Step?

If you’ve thought about becoming more involved in the State of Ohio’s tourism industry, or if you want to know more about how tourism functions at the statewide level, then the Ohio Tourism Leadership Academy can provide the training needed to take that next step into leadership. This innovative program can help you connect with your peers in the industry who are currently leading the way, introduce you to the issues and opportunities in such a way that solutions can be envisioned, and give you a basic understanding of the roles and responsibilities of becoming a leader in Ohio. We’ll also spend one entire day touring the statehouse, learning the best ways to deliver tourism messages.

Upon graduation, you’ll have the networks, know-how, and confidence to more effectively serve the industry on regional and state boards, as well as to become a more active legislative advocate.

Program Details

The Ohio Tourism Leadership Academy builds leaders by building knowledge, developing leadership skills, strengthening networks, and informing participants about the responsibilities of boardsmanship. The program consists of five classes, each beginning at 10 a.m. and concluding at 3 p.m. with session locations taking place in the Greater Columbus area.

During each session, you’ll be introduced to critical regional and statewide tourism issues. You’ll meet and discuss issues with leaders from statewide public, private and non-profit tourism-related agencies. Through panel discussions, roundtables, presentations, tours, and other activities, the Ohio Tourism Leadership Academy will build a stronger Ohio by building stronger leaders within the tourism industry.

Candidate Selection

Key candidates are those who are in middle/senior management of tourism-related businesses. Participants are selected in an objective process and must be recommended and sponsored by their employers, generally by the Chief Executive Officer. In many cases, self-employed persons sponsor themselves. Sponsorship may also be made by non-profit organizations. Candidates will be sought who are high energy, passionate about the tourism industry, articulate, available to commit, and who can demonstrate the willingness to learn the skills and put them into action after graduation.

Participation in the sessions represents a significant commitment of time and dedication on the part of the participants. They will be required to attend ALL sessions to graduate unless absence is excused by the Tourism Leadership Academy organizers. Applicants should be aware that there may be more nominees than class size permits in any given year. Candidates are selected exclusively on their own merits.
Application Deadline is Sept. 15, 2008.

Completed applications for the 2009 program must be received by the Ohio Travel Association by Sept. 15, 2008. Applicants will be notified of their selection by Sept. 24, 2008 and introduced at Ohio’s Conference on Tourism.

Tuition

Tuition fee for the 2009 program will be $425 for current OTA members and $550 for non-members. Tuition fees are established to cover the cost of materials such as books, resource material, supplementary data, and occasional speakers. Fees also include lunch for the five required sessions. Program payment must be submitted with the application. If not accepted into the program, full reimbursement will occur.

To receive an application, contact the Ohio Travel Association at 800-896-4682 or visit the website at www.ohiotravel.org.

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Program Schedule

Nov. 17, 2008
Participate with the Ohio Travel Association Strategic Planning Session

Jan. 20, 2009
Ohio Tourism Division, Ohio Department of Development, role of tourism in economic development, Leadership Session

March 17, 2009
Tourism’s Role within Recreation and the Environment, Infrastructure of Ohio, Leadership Session

April 21, 2009
Legislative Advocacy, Tour of Statehouse, Meet with Key Legislators

June 16, 2009
Tourism’s Role within Arts, Heritage and Culture, Leadership Session

Oct. 21-23, 2009
Graduation during Conference on Tourism

The pineapple is recognized as an international symbol of hospitality.

Program assistance by:

[Logos]

OHSU- B-079 © 08/2008
Personal Information:
Name: _______________________________________________________________________
Address: _____________________________________________________________________
City: _________________________________________________________________________
Phone #: _______________________ Cell #: _______________________________
Email: _______________________________________________________________________
Emergency Contact: _______________________________________________________________________

Employment Information:
Occupation: _______________________________________________________________________
Employer: ___________________________________ Hire Date: _______________________
Address: ___________________________________ City: _________________ Zip: _______________________
Phone #: ___________________________________ Fax# ___________________________________
Business Email: _______________________________________________________________________

Briefly describe your work responsibilities:
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

What employment have you held in the last five years other than this current job?

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Education:

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Academic Awards/Honors:
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Extracurricular Activities and/or Special Awards for Leadership Activities:
____________________________________________________________________________________
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**Community Activities and Board(s) Involvement:**

Current Affiliations:

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Past Affiliations:

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Have you graduated from a local leadership program? If so, which one? ________________________

Briefly state personal goals for the next five years: (Use separate sheet if necessary)
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

What do you feel are the two most pressing problems facing the tourism industry today? (Use separate sheet if necessary)
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

Why do you want to attend the Ohio Tourism Leadership Academy? (Use separate sheet if necessary)
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

What skills/attributes do you feel you have that can benefit the other participants of the Ohio Tourism Leadership Academy? (Use separate sheet if necessary)
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

I am willing to commit my time, talents, and energy to the Ohio Tourism Leadership Academy’s Class of 2009. Signing below indicates my dedication to the program and provides proof of my employer’s support if applicable. I also understand that payment is due upon submission of application to the address below. Please make checks payable to the Ohio Travel Association. Credit cards are accepted. Payment will be refunded if applicant is not selected for this year’s class.

Applicant Signature  
Date  
Employer’s Signature  
Date

Please return to the Ohio Travel Association, 130 E. Chestnut St., Suite 301, Columbus, OH 43215
Payment Information:

Name: ___________________________________________________________________________

Address: _________________________________________________________________________

City: ___________________________________________________________________________

Card Type: _______________________ Card #: _________________________________________

Expiration Date: _____________________________ Security Code # ________________________

Signature __________________________________________________________________________

Payment Amount: $_______________________

Checks should be made payable to the Ohio Travel Association. Credit card payments will be accepted by either mail or fax. If you would like to pay by credit card, please fill out this form and return to the Ohio Travel Association, 130 E. Chestnut St., Suite 301, Columbus, OH 43215. Completed applications and payment forms will be accepted via fax to the Ohio Travel Association at 614-572-1937.

Please understand that payments will be returned or credited if the applicant is not accepted into the program this year. There will be no refunds once an applicant is accepted into the program.