



Ohio Travel
ASSOCIATION

Ohio Tourism Leadership Academy

Developing leaders for Ohio

*Providing the education, resources and network needed to
develop tourism leaders for the State of Ohio*

Ready for the Next Step?

If you have thought about becoming more involved in the State of Ohio's tourism industry, or if you want to know how tourism functions at the statewide level, then the Ohio Tourism Leadership Academy provides the training you need to take that next step. This innovative program connects you to peers in the industry who are currently leading the way, introduces you to industry issues and opportunities in such a way that solutions can be envisioned and gives you a basic understanding of the roles and responsibilities of becoming a leader in Ohio. You'll spend a day touring the statehouse and learning the most effective ways to deliver tourism messages and more during monthly program meetings. Upon graduation, you will have the network, know-how and confidence to more effectively serve the industry on regional and state boards as well as to become a more active legislative voice.



Program Details

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

During the sessions, you will be introduced to critical regional and statewide tourism issues. You will meet and discuss issues with leaders from statewide public, private and non-profit-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

Participants are selected in an objective process and must be recommended and sponsored by their employers, generally by the chief executive officer. Self-employed persons may sponsor themselves. Sponsorship may also be made by non-profit organizations. Candidates will be sought who have high energy and passion for the tourism industry. They should be articulate, available to commit and able to demonstrate a willingness to learn new skills and put them into action after graduation.

Participation in the sessions represents a significant commitment of time and dedication on the part of those chosen for the program. They will be required to attend all sessions to graduate unless absence is excused by the Ohio Tourism Leadership Academy organizers. Applicants should be aware that there may be more nominees than class size permits. Candidates are selected exclusively on their own merits.

"Being a part of the Ohio Tourism Leadership Academy really polished my knowledge of Ohio tourism. I got to connect with fellow Ohio Travel Association members throughout Ohio and get to know them much better. The small group project allowed an even closer connection with a few of the partners and made me really feel like I was learning something much like a college project. Overall, I thoroughly enjoyed my Ohio Tourism Leadership Academy experience and recommend it to both young and experienced tourism professionals."

- Roger Dudley
Experience Columbus

Application Deadline

Dec. 19, 2016

Completed applications for the 2017 program must be received by the Ohio Travel Association by Dec. 19, 2016. Applicants will be notified of their selection by Dec. 23, 2016.



Tuition

Tuition for the 2017 program is **\$720** for current OTA members and **\$845** for non-members. Tuition fees are established to cover the cost of materials, supplementary data, meals, graduation and administration of the program. Non-member rates also include one-year OTA associate (individual) membership or a discount applied to membership. Payment must be submitted with the application. Those not accepted into the program will be fully reimbursed.

Please contact Melinda Huntley, OTA Executive Director, with any questions at mhuntley@ohiotravel.org or 800.896.4682.



"Being new to the industry, [the Ohio Tourism Leadership Academy] was a perfect way to learn "how tos", about different areas of tourism and how we should all work together. The Ohio Tourism Leadership Academy is a great way to meet other tourism professionals throughout the state that become wonderful professional allies and friends."

- Nicole Cotterman Daniels
Logan County Convention & Tourist Bureau

"I highly recommend the Ohio Tourism Leadership Academy class for our future leaders. It's a wonderful opportunity to learn from the experts in the tourism industry, to grow professionally and personally and to have fun with your fellow classmates. You will meet a lot of great people and develop new perspectives about different areas in the travel industry."

- Sally Derrick
Warren County Convention & Visitors Bureau

Sponsored by:



Program Schedule

Jan. 25, 2017

Ohio Arts and Culture,
Transportation

Feb. 8, 2017

Economic Development

March 8, 2017

Legislative Advocacy

April 5, 2017

Natural Resources and
Recreation

May 10, 2017

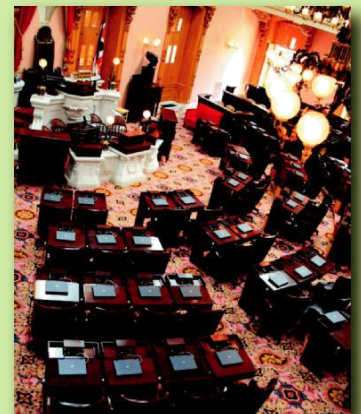
Media and Communications

June 7, 2017

Historic Preservation and
Heritage, Final Group Projects

Fall 2017

Graduation during the Ohio
Conference on Travel





2017 Application

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?

Dates	Employer	Duties
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Education:

Dates	Schools/Colleges Attended	Degree
_____	_____	_____
_____	_____	_____
_____	_____	_____

Academic Awards/Honors:

Extracurricular Activities and/or Special Awards for Leadership Activities:

Community Activities and Board(s) Involvement:

Current Affiliations:

Organization	Dates	Office Held

Past Affiliations:

Organization	Dates	Office Held

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 2017. 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
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