



Ohio Travel
ASSOCIATION

Ohio Tourism Leadership Academy

Developing leaders for Ohio

Providing the education, resources and networks needed to develop travel 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 travel 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. Upon graduation, you will 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 voice.



Program Details

The Ohio Tourism Leadership Academy builds leaders by fostering 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 am and concludes at 3 pm.

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 forging stronger leaders within the travel 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 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 on 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

Program Schedule

Jan. 24, 2018

Leadership and the Economy

Feb. 28, 2018

Tourism, Arts and Culture

March 28, 2018

Legislative Advocacy

April 25, 2018

Natural Resources and
Outdoor Recreation

May 23, 2018

Media and Communications

June 20, 2018

Historic Preservation and
Heritage, Final Group Projects

Sept. 2018

Graduation during the Ohio
Conference on Travel

Application Deadline

Dec. 19, 2017

Completed applications for the 2017-18 program must be received by the Ohio Travel Association by Dec. 19, 2017. Applicants will be notified of their selection by Dec. 22, 2017.



Tuition

Tuition for the 2018 program is **\$750** for current OTA members and **\$850** 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 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.



“No matter how experienced you are, there is always more to be learned in the travel industry. OTLA is an opening for travel industry professionals to be inspired with new opportunities, grow connections, and expand their focus by collaborating with peers from across the entire state.”

Denise Krauss
Destination Cleveland

Ohio Tourism Leadership Academy is Sponsored By:





2018 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 2018. 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 scan and email this form to cduplain@ohiotravel.org.
We Will Then Send You an Online Payment Form
Or
Mail This Application Along with Payment to
1801 Watermark Drive, Suite 375, Columbus, OH 43215