



Ohio Travel
ASSOCIATION

Ohio Tourism Leadership Academy

Developing leaders for Ohio

*Providing the education, resources and networks 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 can provide the training you need to take that next step. 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. You will spend a day touring the statehouse and learn 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 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

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. Self-employed persons may sponsor themselves. Sponsorship may also be made by non-profit organizations. Candidates will be sought who have high energy and are passionate about 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 inaugural class of the Ohio Tourism Leadership Academy was an honor and a worthwhile experience. This was an in-depth look at all facets of what we do in this industry presented by the leaders in the industry who do it best. I would encourage anyone who wants to better themselves or tweak what they do to take advantage of this exciting program that OTA has taken on just for us."

Wendy Stram

Executive Director

Bowling Green Convention & Visitors Bureau

Application Deadline

November 18, 2011

Completed applications for the 2011-12 program must be received by the Ohio Travel Association by November 18, 2011. Applicants will be notified of their selection by December 2, 2011.



Tuition

Tuition for the 2012 program is \$425 for current OTA members and \$550 for non-members. Tuition fees are established to cover the cost of materials, supplementary data and occasional speakers. Fees also include lunch for the six required sessions. Program payment must be submitted with the application. Those not accepted into the program will be fully reimbursed.

To obtain an OTLA application for the 2011-12 program, visit www.ohiotravel.org or contact the Ohio Travel Association at 800.896.4682.



"I've been in the tourism industry for nine-plus years. Participating in the Ohio Tourism Leadership Academy dramatically widened my knowledge base about Ohio's tourism industry and the many challenges facing the industry. There's no other opportunity to gain this much insight all in one place. I'm so grateful to have been a part of the Academy's inaugural class."

Claudia Plumley
Communications Manager
Experience Columbus

"This academy provided professional growth, networking and insight into the tourism industry. Meeting with legislators, state officials and industry partners strengthened our knowledge and confidence as emerging leaders in Ohio's tourism industry. I would recommend the Ohio Tourism Leadership Academy to colleagues and associates all around the state."

Mark Winchell
Executive Director
Ashtabula County Convention & Visitors Bureau

Program Schedule

January 11, 2012

Ohio Arts and Culture

February 8, 2012

Economic Development

March 7, 2012

Natural Resources and Recreation

April 18, 2012

Legislative Advocacy

May 16, 2012

Media and Communications

June 13, 2012

Historic Preservation and Heritage

October 10, 2012

Graduation during the Ohio Conference on Tourism

Session topics subject to change





2011-12 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:

