



Ohio Travel
ASSOCIATION

June 10, 2011

Dear Tourism Partner,

It is that time of year; we are already thinking about and planning for OTA's Conference on Tourism. For the Paul Sherlock Committee that includes request for nominations for the highest honor in the Ohio Travel Industry the "Paul Sherlock Award".

For those not familiar with the Award, the award is presented every year at OTA's Conference on Tourism to an individual who stands out as a true ambassador for the Ohio Travel Industry and best represents the high standards of promoting the industry set by Paul Sherlock.

Paul started his career in the Ohio Department of Development. He became the person to go to for tourism questions and issues. Paul believed in the Ohio Tourism Industry and its ability to promote Ohio as a tourist destination. Paul was a part of the first tourism advisory committee that eventually became the Ohio Travel Association. Paul always stood in the background; he would push others into the limelight, making sure they spoke to the right person at the right time to forward the fledgling industry. He shunned the spotlight but was a driving force to the Ohio Travel Industry.

OTA and its members were proud to honor Paul by naming the highest honor in the Ohio Travel Industry after him back in 1975. The committee and the industry continue to honor him by presenting this award to an individual that has shown outstanding commitment and work for the Ohio Travel Industry. They go beyond their job requirements, their community and work for Ohio as Leaders in the industry. These individuals do not look for the spotlight, are willing to take the time to mentor others. They are the Paul Sherlock's of today's travel industry.

The process of finding this year's winner starts with your involvement. The committee needs you to step forward and prepare a nomination for an individual that you feel deserves the recognition for their outstanding commitment to the Ohio travel industry. The committee appreciates the amount of time and effort that you put into the preparation of a nomination. Please know that the committee does review all of the information before making the final recommendation to the OTA Board to vote for this year's winner.

Sincerely,

Daniel Hostetler

Daniel D Hostetler
1994 Paul Sherlock Award Recipient and 2011 Paul Sherlock Committee Chair

Paul Sherlock Award Call for Nominations

Annually, the Ohio Travel Association recognizes the tourism professional who exemplifies the beliefs and philosophies of Paul Sherlock. We cannot make the recognition without your help.

You are cordially invited to nominate a colleague for the Paul Sherlock Award. Look over the list of past recipients shown below. Is there someone you know who is conspicuously missing? Now is the time to correct that situation. Please take time to review the criteria and complete the attached nomination form.

Paul Sherlock Recipients

Charles Campbell, 1975	Richard C. "Dick" Bell, 1993
William Piatt, Sr., 1976	Daniel Hostetler III, 1994
Frank Carrell, 1977	Walter "Timmie" Thimmes, 1995
Pat Brown, 1978	William "Bill" Hash, 1996
John Baltes, 1979	David Warther, 1997
Marilane Spencer, 1980	Joan Van Offeren, 1998
Dale Finley, 1981	Bill Schwartz, 1999
Rachel Reddinger, 1982	John Hildebrandt, 2000
Don Patterson, 1983	Robert S. "Chip" Hart III, 2001
Robert S. Hart, Jr., 1984	Pat Cano, 2002
Ned Harden, 1985	Vicky Branson, 2003
Lois Smith, 1986	Susan Hamo, 2004
Corinne "Corky" Gutter, 1987	Donniella Winchell, 2005
Peter Robinson, 1988	Diane Chesnut, 2006
Betty Wasick, 1989	Jonett Haberfield, 2007
Sue Ellen Wilson, 1990	Kari Kauffman, 2008
Darrell Banks, 1991	Diana Thompson, 2009
Ted Ryan, 1992	Amir Eylon, 2010

Paul Sherlock ... An Ohio Tourism Pioneer

Paul Sherlock, a pioneer in the field of tourism, truly believed Ohio had the potential to become a top destination in the domestic tourism market. Paul began his career in the Ohio Department of Development handling tourism issues, later serving as assistant director for travel and tourism. He served under Governor James Rhodes on the tourism advisory committee. This original committee, in turn, became the Ohio Travel Council, and today is our own Ohio Travel Association - A MISSION OF HIS LIFE COME TRUE.

The Paul Sherlock Award was created in 1975 and is awarded annually to honor Paul's excellence in, and devotion to, Ohio's travel community. It is the highest level of recognition the Ohio Travel Association bestows. The men and women who have received this award are respected leaders for their outstanding accomplishments within Ohio's tourism industry. These leaders contribute to voluntary tourism membership organizations, mentor and encourage new industry professionals, and participate in civic and community affairs. They exemplify the best in our industry by believing in and continually promoting Ohio as a destination.

Paul Sherlock Award Call for Nominations

Eligibility

- Full-time employment within Ohio's tourism industry for at least five years; **5 points**
 - Have been active in the Ohio Travel Association and/or other tourism-related organizations for at least three years; **15 points**
 - Proven leadership in promoting all areas of Ohio beyond that required by their professional position; **20 points**
 - Have provided time, talent and continual counsel to tourism professionals enabling them to show consistent growth within the industry; **20 points**
 - Proven leadership in unifying Ohio's tourism community – **IN SHORT, NOMINEE SHOULD BE AN ACTIVE AMBASSADOR FOR OHIO TOURISM. 20 points**
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Nomination Procedure

You may nominate **ONE** respected professional for the Paul Sherlock Award by mailing or faxing the attached nomination form to the OTA Paul Sherlock Award Committee, Dan Hostetler, Chair, c/o Ohio Travel Association by **August 12, 2011**. (Self nominations are not accepted.)

In order to facilitate the awards judging and to establish equitable judging conditions, the Nomination Form must be completed and returned with supporting material. You may include **only two (2) single-spaced**, typewritten attachment pages (**8 1/2" x 11"**) addressing the five points of eligibility criteria. The committee members will place relatively more emphasis on the information contained on the nomination form and the **quality** of the supporting material – as opposed to the **quantity**.

Supporting materials documenting the above eligibility criteria may earn up to **twenty (20) points**. For uniformity and ease of judging, they should be presented in an **8 1/2" x 11" format**. **Please limit supporting material to four (4) pages.** Photocopies or tear sheets of printed material are preferred. All submissions are to be as brief as possible. Where possible, supporting material should be organized in a notebook or binder.

Recognition of Winner

The 2011 Paul Sherlock Award winner will be honored at the 2011 Ohio Conference on Tourism, October 26-28, in Sandusky, Ohio. The award presentation will be a conference highlight and the winner will receive appropriate recognition for his/her outstanding work.

The award winner will be featured on the OTA website, in OTA's *The Source* newsletter and will be publicized statewide and to the travel industry trade publications.

Ohio Travel Association
2011 Paul Sherlock Award
Official Nomination Form

Nominee: _____

Company Name, Address and Telephone Number of Nominee:

A. Please indicate why you feel the individual above should be considered as a recipient of the Paul Sherlock Award. Please explain how the nominee meets the five points of eligibility criteria worth (80) points and include examples of service to the travel industry, service to his or her community and service to the Ohio Travel Association and/or other tourism membership organizations. **Please limit your eligibility criteria review to two (2) pages, 8 1/2' x 11" format.**

B. Supporting materials are worth twenty (20) points, please list below what you are including as part of this nomination form (newspaper or magazine clippings, photographs, and letters of support). **Please limit supporting material to four (4) pages, 8 1/2" x 11" format.**

Signature of Person Making Nomination:

Company Name, Address and Telephone Number of Person Making Nomination:

All nominations must be received by **August 12, 2011**

Please send or fax to: Dan Hostetler, Paul Sherlock Award Chair
c/o Ohio Travel Association, 130 East Chestnut Street, Suite 301, Columbus, Ohio, 43215
Fax: 614-572-1937