



# Ohio Tourism Leadership Academy

## Developing Leaders for Ohio



Ohio Travel  
ASSOCIATION

*Providing the education, resources and networks needed to develop travel leaders for the State of Ohio*

### Ready for the Next Step?

If you want to become 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 a.m. and concludes at 3p.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, round tables, 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 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.



2019 Ohio Tourism Leadership Academy

*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. Overall, I thoroughly enjoyed my OTLA experience and recommend it to both young and experienced tourism professionals.*

*Roger Dudley, Experience Columbus*

# Application Deadline

Available through Dec. 13, 2019

Completed applications for the 2019-20 program must be received by the Ohio Travel Association by Dec. 13, 2019. Applicants will be notified of their selection by Dec. 20, 2019.

## Tuition

The 2020 program's OTA member rate is \$825. The non-member rate is \$975. 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 Beatrice Mitchell, OTA Meetings & Events Assistant, with any questions at [beatrice@ohiotravel.org](mailto:beatrice@ohiotravel.org) or 800.896.4682 x3.



[www.ohiotravel.org](http://www.ohiotravel.org)

# Schedule

**Jan. 15, 2020**

Leadership and the Economy

**Feb. 19, 2020**

Tourism, Arts and Culture

**March 11, 2020**

Legislative Advocacy

**April 15, 2020**

Natural Resources and Outdoor Recreation

**May 13, 2020**

Media and Communications

**June 10, 2020**

Historic Preservation and Heritage, Final Group Projects

**October 2020**

Graduation During the Ohio Conference on Travel in Wooster







# 2020 Ohio Tourism Leadership Academy Application

## Contact Information:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Employer: \_\_\_\_\_ Hire Date: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_

Business Email: \_\_\_\_\_

Emergency Contact and Phone #: \_\_\_\_\_

## Employment Information:

Briefly describe your work responsibilities:

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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 or Professional Awards/Honors:

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Community Activities and Board(s) Involvement:

Current Affiliations:

Organization	Dates	Office Held

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

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

Why do you want to attend 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 2020. I will conduct myself always in a professional manner, understanding that I am representing my company and the Ohio Travel Association at every event. Signing below indicates my dedication to the program and provides proof of my employer’s support if applicable. Signing below also indicates my attendance during sessions on Jan. 15, Feb. 19, March 11, April 15, May 13 and June 10. If a session must be missed, advance notice must be given to OTLA coordinators following guidelines discussed at January session.

I also understand payment is due upon submission of application. No refunds after Jan. 1, 2020. Tuition cannot be transferred to another year. Substitutions are permitted until the beginning of the first session. Payment will be refunded if applicant is not selected for this year’s class.

Applicant Signature	Date	Board President or Supervisor Signature	Date
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**Please scan and send this signed form to [beatrice@ohiotravel.org](mailto:beatrice@ohiotravel.org).**  
**We Will Then Send You an Online Payment Form**  
**Or**  
**Mail This Application Along with Payment to**  
**Ohio Travel Association | 1801 Watermark Drive, Suite 375 | Columbus, OH 43215**  
**Attn: Beatrice Mitchell.**