

2019 Barbara Dozier Rising Kentucky Star *Southeast Tourism Society Marketing College Scholarship*

This scholarship is in honor of Barbara Dozier and her leadership and contribution to our industry and to her beloved Kentucky. Barbara passed away in 2014 after a valiant battle with cancer. Over the many years of her career at the Northern Kentucky Convention & Visitors Bureau (now meetNKY), Barbara was a leader, coach, mentor and friend to many tourism industry professionals. She was innovative, passionate and committed to destination marketing. Above all, she was a loyal friend and business associate. She had unquestionable integrity, courage and wisdom and always stood for what she believed in.

In 2015, Franci Edgerly, CEO/President of ITI Marketing in St. Simon's Island, Georgia, established a Southeast Tourism Society Marketing College scholarship as a tribute to Barbara's memory and her many contributions to the Kentucky travel and tourism industry. Through Franci's generosity, a one-year scholarship will be awarded to a Kentucky tourism professional in the early stage of his or her travel industry career. It will provide the tuition for the recipient's first year of Marketing College.

The scholarship is administered by the Kentucky Travel Industry Association (KTIA).

2019 Scholarship Eligibility Requirements

Applicant must:

- Be currently employed in the Kentucky travel & tourism industry.
 - As of the first day of the 2019 Marketing College (May 12) have worked no more than five years in the Kentucky travel & tourism industry.
 - Provide one letter of recommendation from a senior level position within your organization.
 - Provide one letter of recommendation from a leader within your community.
 - Provide essays as specified by the application that demonstrate a record of achievement and a desire to be a long term and valuable contributor to the Kentucky travel and tourism industry.
-

2019 Barbara Dozier Rising Kentucky Star Application

A. Personal Information:

Name: _____

Employer: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____

Best Contact Email: _____

B. Professional Information:

Current position and number of years in that position: _____

Other Kentucky travel and tourism industry positions, employer and number of years in each:

C. In 150 words or less, please describe what you consider to be your three (3) most important achievements thus far in your Kentucky travel and tourism career.

D. In 250 words or less, please describe the most valuable contributions you hope to make to the Kentucky travel and tourism industry over the course of your career.

Selection Process and Timeline

- Completed applications must be received by KTIA no later than **Friday, March 8, 2019**
- Applications must be emailed to Sarah Brock, KTIA Program Director, at sarah.brock@ktia.com
- A panel of evaluators selected by KTIA will make the selection of the scholarship recipient. In the event that a scholarship applicant is employed by or is a co-worker of an

evaluator, that evaluator will not score that application. A scoring system has been devised that will not penalize the applicant a case such as this.

Thank you for your interest in the Barbara Dozier Rising Kentucky Star Southeast Tourism Society's Marketing College Scholarship. All questions pertaining to your scholarship application should be addressed to Sarah Brock at 502.223.8687 or by email to sarah.brock@ktia.com.