

Kootenay Rockies Tourism Association Nominee Application

Please read the entire document carefully before completing. Nominees must be either owners and/or employees of organizations that are Active Voting Tourism Partners, in good standing, with Kootenay Rockies Tourism Association. Seconders must also be affiliated with a tourism business in good standing with Kootenay Rockies Tourism.

I, _____
YOUR NAME

COMPANY NAME

hereby submit my name for consideration for Directorship on the Board of Kootenay Rockies Tourism Association for a two-year term commencing October 17, 2017.

Your Current Occupation: _____

Are you the business owner or an employee? _____

If you are an employee, do you have written support* from your employer to put your name forward for a seat on this Board? YES NO

***Provide written support from employer**

Community of Residence/Employment: _____

Nominee's Email: _____

Daytime Phone: _____ and/or Cell: _____

SIGNATURE OF NOMINEE: _____ **DATE:** _____

SIGNATURE OF SECONDER: _____ **DATE:** _____

NAME OF SECONDER & COMPANY: _____

The Kootenay Rockies Tourism Association's Nominating Committee will be vetting all individuals seeking Nomination for a two-year term to the Board of Directors. Acceptance of nominations is based on skills and experience. There are no hereditary appointments from any community, resort, property or partner due to the resignation of a Director from the Board. The Nominating Committee will strive to maintain a balance of skills, geographic representation and business expertise on the board.

Eligible candidates must demonstrate, in writing, specific experience in the following areas:

- 1) Strategic Sector Knowledge – what tourism sector are you most knowledgeable in
- 2) General Marketing Expertise – partnership & integrated marketing, alignment, digital/content
- 3) Business Expertise - finance, governance and/or economic development
- 4) Tourism Operation – owner, employee, type of business, length of time with the business

(Note: If your answers are submitted on a separate document, clearly number your responses to match the question and category to which they belong. Answers should speak only to the specific question.)

Core Competencies Includes:

1. Strategic Sector Knowledge:

List your knowledge of any tourism sectors you have experience in and the primary one you are currently in for example: ski, golf, spa/hot springs, adventure (winter or summer), Community DMO, attraction, camping, etc.

2. General Marketing Expertise & Market Knowledge:

Identify your Management & Marketing experience background and current applicability, as well as any experience in partnership marketing, branding and alignment, digital & content marketing and tourism research and analytics'.

3. Business Expertise:

Identify your business management and experience in operations in any industry and/or any other boards you have served on.

4. Additional Comments:

Please add any other comments or qualifications you think the Nominating Committee should consider.