



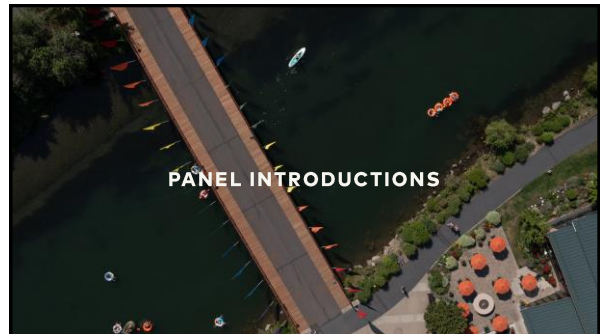
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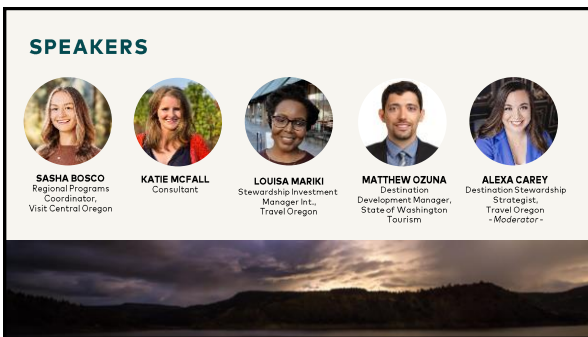
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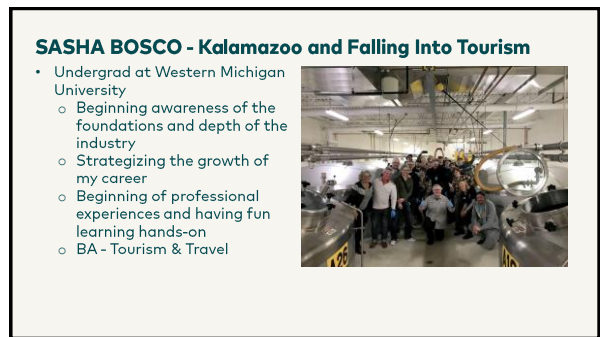
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SASHA BOSCO – From the Midwest to the PNW

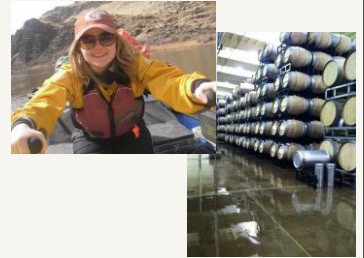


- Graduate school at Arizona State University... in Bend
- o MA, Sustainable Tourism
 - o Deepening connection in the community
 - o Gaining experience in different sectors and sharing Central Oregon
 - o Regional Programs at Visit Central Oregon and continuing professional development opportunities

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KATIE MCFALL – Finding Tourism

- California Polytechnic– San Luis Obispo, CA
 - o College of Agriculture, Wine & Viticulture
 - Concentration in Enology
- Wine Industry Focused
 - o Winemaking, sales, exports, viticulture



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KATIE MCFALL – Tourism



- Career Transition...
- RARE Program – Resource Assistance for Rural Environments
 - o Began program in Fall of 2019
 - o Willamette Valley Visitors Association
 - o Various roles in developing as a tourism professional in Oregon
 - o Focused primarily on destination development

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LOUISA MARIKI - EDUCATION

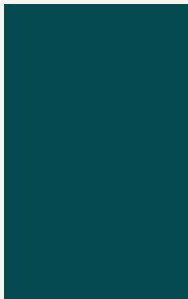
- CONCORDIA UNIVERSITY – PORTLAND
 - o Bachelor of Arts in Business Administration minor in Finance
- THE LONDON SCHOOL OF ECONOMICS & POLITICAL SCIENCE
 - Master of Science in African Development
- THE UNPARALLELED WISDOM OF MY ELDERS...some of them



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LOUISA MARIKI - EXPERIENCE

- Over 10 years of strategic and collaborative program design, development, and administration with a dynamic background working in education, philanthropy, international development, and tourism.
- A passion for equitable economic development through the implementation of collaborative people-centered processes that center impact.
- #ProfessionalOverThinker



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PATH TO TOURISM

- The work – Grants Administration
 - Vast potential for grantmaking to support cooperative ventures that can anchor the threads of economic development in support of communities and their wellbeing
 - Offers a structured and principled way to realize the gains from strategic investments, translating into economic impact
 - Equitable grantmaking practices support the redistribution of wealth to address disparities
- The organization – Travel Oregon
 - Strong values alignment between the individual, the organization, and the work.
 - Integrity, equity, community, stewardship
- The industry – Tourism
 - Learning more about the industry structure and what tangible contributions I can make
 - 2024 OTLA Cohort

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**MATTHEW OZUNA – Part I: Walla Walla, Washington
Sunset Magazine's Runner-up: Best place to postpone a career.**



- Follow My Passion
 - Whitman College, Walla Walla Public Schools
 - Local Nonprofits
 - Political Campaigns
- Identify Resources
 - Whitman Staff and Programs
 - Visit Walla Walla
 - Career Mentors
- Start Planning
 - Graduate School & Professional Certificates
 - On-the-job Training & Performance Evaluations

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MATTHEW OZUNA – Part II: Part-Time Student, Full-Time Employee

- Never Stop Learning
 - George Washington University
 - Tourism Conferences
 - Consulting Projects
- Hone Skills
 - Destinations International
 - Cross-Training for Departments
 - Professional Development Opportunities
- Start Networking
 - Destination Professionals
 - Government Affairs Consultants
 - Tourism Folks in WA and OR



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MATTHEW OZUNA – Part III: Mid-Career Planning & Professional Development with State of Washington Tourism

- Manager Duties and Professional Development Opportunities
 - Destination Development
 - Industry Education Webinars
 - Scenic Byways
 - Tourism Conferences and Events
- Foster Networks, Relationships
 - Community-Based Approach to Destination Development
 - Shared Values and Common Interests among Traditional and Non-Traditional Stakeholders



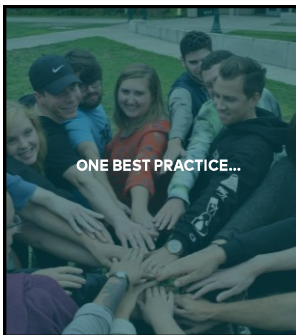
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ALEXA CAREY – Thriving Rural Towns

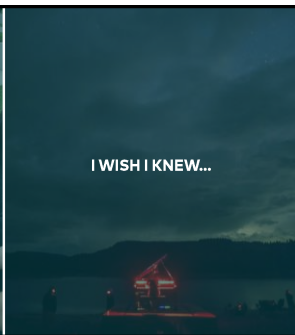
- Gold Beach
- University Honors College - Oregon State University
- Ford Institute Leadership Program
- RARE Member (Year 19)
- Rural Development Initiatives
- Travel Oregon Roles:
 - DDEV: Rural & Agritourism
 - DDEV: Community Based Services
 - Strategist within Destination Stewardship



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ONE BEST PRACTICE...




I WISH I KNEW...

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GROUP TABLE DISCUSSION 1:
MATTHEW & KATIE

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INTRODUCTIONS

- Name
- Position
- Organization
- Years in the Industry

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TRAVEL  **OREGON**

PLEASE PULL OUT YOUR PHONES TO ANSWER THESE THREE MENTI QUESTIONS

20





TABLE DISCUSSION


1. What impact has education, experience, mentorship, or professional networks had on your career?
2. What are your short-term and long-term career goals and how will you reach them?

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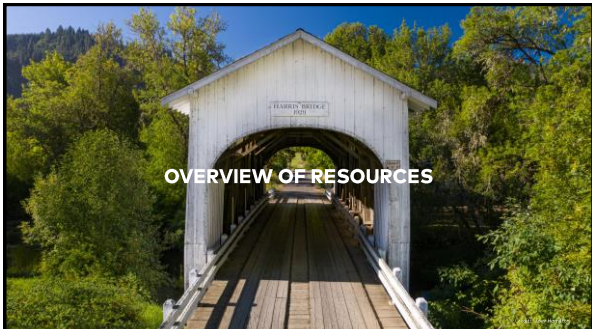
**GROUP TABLE DISCUSSION 2:
SASHA & LOUISA**

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TRAVEL  **OREGON**


PLEASE PULL OUT YOUR PHONES TO ANSWER THESE TWO MENTI QUESTIONS

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OVERVIEW OF RESOURCES

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**RECOMMENDATION
ONE PAGER**

- Books
- Videos
- Training Programs
- Certifications
- Podcasts
- Industry Leaders on LinkedIn
- Industry Newsletter Examples

bit.ly/GC24-EL

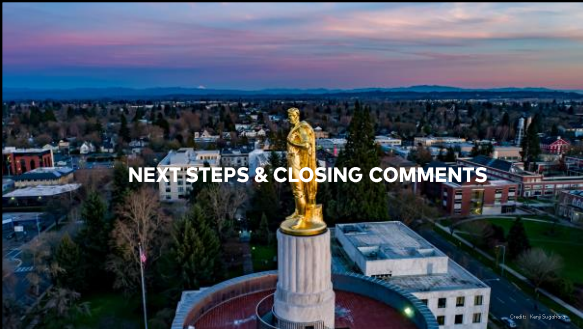
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**EMERGING LEADERS LEARNING COMMUNITY
SESSION ON-PAGER RESOURCE**



bitly

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NEXT STEPS & CLOSING COMMENTS

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CLOSING COMMENTS

- Resource Document – check out one resource from that document.
- What's one action you're going to take out of today?
- Practice your networking skills tonight at the Night Out at Mt. Angel



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