



Prospective Board Member Questionnaire

Name: Sharon A. Dorn

Business/Organization: Steam Into History

Title: Chief Executive Officer

Current/Previous Community and Destination Gettysburg Involvement:



Steam Into History has been a member of Destination Gettysburg since our beginning five years ago. During this time, we have participated in numerous marketing meetings held in Gettysburg. When marketing Steam Into History during sales missions sponsored by ABA and other regional tour planning groups, we have always relayed the importance of New Freedom's close proximity to Gettysburg in an effort to draw visitors to both destinations. Since Abraham Lincoln travelled on our rails on his way to deliver the Gettysburg Address, our symbiotic relationship is a powerful and compelling sales message.

Why are you interested in serving on the Board of Directors for Destination Gettysburg?

It would indeed be an honor to serve on Destination Gettysburg's Board of Directors. I believe that my broad experience on other boards of directors, in addition to my role here at Steam Into History, have prepared me to be an engaged and informed board member of Destination Gettysburg. I would like to help to ensure Destination Gettysburg's future growth and success.

What specific skill set do you possess that would be an asset to Destination Gettysburg?

- Strong communication skills
- Proactive
- Strong management skills including budgeting, planning and control
- Inspiring and motivating others
- Integrity
- Results-oriented

What do you see – from the outside looking in – as the primary duties and responsibilities of a board member?

- Leadership
- Corporate and legal responsibilities
- Policymaking and governance
- Oversight of policies and procedures
- Fiduciary oversight
- Strategic direction
- Selection, performance evaluation and staff development of the CEO
- Promotion of the organization
- Appointment of independent auditors

Is there something more you feel Destination Gettysburg could/should be doing for members and the business community? If so, what?

Consistently seeking member/customer/stakeholder feedback through regular surveys and responding appropriately are the hallmarks of great organizations. Perhaps Destination Gettysburg is already doing this – but I am not aware.

What do you think is the biggest challenge facing the tourism industry?

In particular, our future generations are receiving less and less pure history in schools today. How can we make history appealing to youth – for if we do not instill a love for history in them, we risk losing a generation!

Schools today are more focused on STEAM (science, technology, engineering, arts and math). Can we make history “scientific”? The Civil War, as with most wars, was replete with the sciences, i.e., human psychology, military processes, balance of power, technology of weaponry and ammunition, mathematical computations and so on. We need to ride the wave of science in our marketing to schools, youth and continuous adult learners.

According to Group Travel Leader magazine (Volume 28, Issue *), “A boom in hotel business is changing the equation for groups.” Further, “Demand growth is outpacing supply growth.” Do we know if Gettysburg is over or under capacity in the number of hotel accommodations in demand?

Finally, with our dependence on technology, we must remember that small touches – the human side of developing relationships within the travel industry -- will make a huge difference in our outcomes. Email is a great tool – but there comes a time when good, old-fashioned face-to-face communications results in more positive outcomes. Attending a sales mission alone without appropriate follow-up will not increase our numbers of visitors. How can Destination Gettysburg make meaningful connections that are unique, lasting and produce our desired results? Ongoing educational programming to members around this topic will be helpful.