

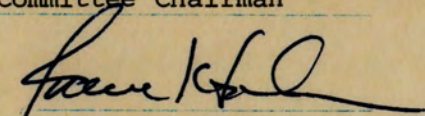
Year IX - Tourism and Economics

Action Squad Member 1986-7

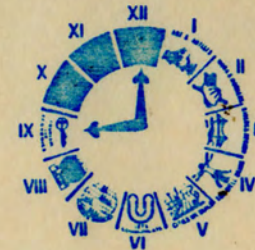
In grateful appreciation for your dedication
and service to the Program for Cincinnati
during Year IX, Tourism and Economics.

NAME John Schmidt

POSITION See-Port Committee Chairman


Director

"If you would be held in esteem
by a city, you must render it
services." - Gustav Schwab



the Program for Cincinnati

230 East 9th Street • Cincinnati, Ohio 45202 • (513) 721-5522

Jorene Johnson
Director

Feb. 11, 1988

Dear John:

I'm sorry you weren't able to be with us during our Annual Meeting and recognition of Action Squad members from Year IX.

Enclosed is a certificate of appreciation for your service during the Tourism and Economics year.

Also enclosed is a sample of the "goodie bag" we distributed during Appreciation Days.

Regards,



the Program for Cincinnati is a non-profit educational organization devoted to promoting community awareness about the effects of interactive diversity of Greater Cincinnati upon the economic, social, physical and cultural health of their region.

the Program operates on a twelve year cycle, focusing on different aspects of the community each year. It coordinates activities of professionals, advocates, educators and students to capitalize on a community-wide interest in each theme, in order to foster cooperation among diverse peoples as they work to advance quality of life opportunities in the whole community.

The theme for Year IX is Tourism and Economics, which recognizes that tourism is an industry of rising economic importance to the growth of this area's economy and stability. As such, those most directly involved with the success of this industry need to acknowledge ways in which they can contribute to its success.

As part of our activities this year, the Action Squad noted the primary importance of our first line ambassadors to travelers among us: the Taxicab and Limousine industry, which provides personal transportation for business and pleasure travelers.

There is a two-fold purpose in creating and promoting an Appreciation Day for operators working in this industry:

- 1: to build self-esteem among its members by acknowledging the worth and importance of their work, and
- 2: to increase public appreciation of their importance by promoting the positive domino effect upon all our lives when operators in this industry greet first-time visitors in such a way as to encourage them to stay longer, to return more often, or to bring their families for vacations while on business here.

Recently it was announced that the Cincinnati area was distinguished by moving from 20th to 11th place in the United States for travel and tourism. With a concerted effort upon the part of all of us, we hope this day will be the beginning of a movement making us the friendliest place in America and the first place to come for fun, excitement and relaxation. With the help of the personal transportation industry it will happen.

Taxicab and Limousine Operators of Greater Cincinnati -

WE SALUTE YOU!