

Authentic Experiences: *Authenticity* Book Club Application Form

Description:

The America's Byways Resource Center will host a national book club to discuss the subject of authenticity. Participants will discuss the principles and concepts in the book *Authenticity*, by James H. Gilmore and B. Joseph Pine II (Harvard Business School Press, 2007). **The intent of the book club is to create a catalyst for dialogue and establish a community of practice around the topic of authentic byway visitor experiences.**

Book club members will receive a copy of the book and be asked to participate in four to five national conference calls discussing the topics and theories outlined in text. Book club members will report the findings and outcomes at the 2009 National Scenic Byways Conference.

Format:

Book Club participants will discuss the principles and concepts presented in *Authenticity* via conference calls set up by the America's Byways Resource Center.

Participants will be required to:

1. Pre-read the text and come to the conference calls ready and willing to discuss
2. Participate in all four conference call discussions
3. Report on the findings and outcomes from the forum calls at the 2009 National Scenic Byways Conference
4. Agree to lead and/or co-lead continued conversations about authenticity in the byway community

Number of Participants: 25

Schedule:

The book club will meet via conference call on the first Friday of each month (September – December) at 2:00-3:30 PM Eastern Time (times and dates tentative).

1. Friday, September 5, 2008
2. Friday, October 3, 2008
3. Friday, November 7, 2008
4. Friday, December 5, 2008

Required Text:

Authenticity, by James H. Gilmore and B. Joseph Pine II, Harvard Business School Press, 2007. A copy of the text provided to participants by Resource Center after registration.

Disclaimer: *The America's Byways Resource Center is hosting this national forum for the byway community to provide a means for byways to discuss and define for themselves the concept of authenticity. The results of such a forum, while documented and available to the public, should not be viewed as an endorsement of any particular policy or Program direction by the Federal Highway Administration or the America's Byways Resource Center. Use of *Authenticity*, by James H. Gilmore and B. Joseph Pine II (Harvard Business School Press, 2007), is for discussion purposes only and its use or the use of any other resources should not be viewed as an endorsement by the Federal Highway Administration or the America's Byways Resource Center.*

(Complete application form on page 2)

Authenticity Book Club
Application Form

Note: Registration is on a first come, first served basis.

Name:

Byway Affiliation:

Mailing Address:

City, State, Zip:

Phone:

E-mail:

1. Please describe your interest in the subject of authenticity.

2. Are you able to participate in all of the conference calls?

3. Are you willing to lead discussions within the byway community regarding the subject of authenticity and/or teach or lead workshops?

Questions/Submission:

If you have questions regarding this application or the book club, please contact cethun@byways.org

Submit your application by **August 11, 2008** to:

Michelle Ethun

Training Manager

America's Byways Resource Center

394 Lake Avenue South, Suite 600

Duluth, MN 55802

Email: cethun@byways.org

Fax: 218-625-3333

Acceptance:

Upon acceptance, you will be notified, mailed a copy of the book, and given instructions and call-in details.