

## Upper Midwest Convention and Visitors Bureau Conference 2009 Bruce Riley McDaniel Awards

*The CVB Industry lost one of their leaders with the untimely passing of Bruce McDaniel, one of the founders of the Upper Midwest CVB Conference. In his honor and memory, the Conference awards the annual "McDaniel Award" to tourism industry professionals that achieve and exemplify greatness.*

Nominations must be received by **August 1, 2009**. All Bureau and CVB professionals in the UMCVB multi-state region are eligible. Applicants must submit a narrative, not to exceed three pages to support your nomination. Samples of materials (i.e. brochures, flyers, newspaper clippings) may be attached. All nominations will be reviewed by the Upper Midwest CVB Conference Advisory Council. The Advisory Council reserves the right to present some or all awards based on their evaluation of the nominations. The decision of the Council will be final. The awards will be presented during the conference.

### Award Categories

#### **Bureau Innovation (annual budget of \$75,000 or less)**

#### **Bureau Innovation (annual budget of over \$75,000)**

*These are two awards based on budget categories. Some bureaus receive money from multiple sources and the budgeting guidelines are intended to include all sources that support your tourism bureau. We are using the "honor system" so we will not be requesting disclosure of your financial information to determine your category.*

The judges want to know how your CVB project or event idea was conceived, implemented and received by the target audience. You may include any information that you deem pertinent. Why do you feel it was innovative? Did you partner with other agencies or businesses? Was this a one-year or multi-year program? Will it be sustained? If it will be sustained, who is responsible for that task? What was your CVB investment of time and resources? How did you judge the success of the project? Explain the type of impact (financial gain, community pride, historical significance, other) that this project, idea or event had on the CVB and the target audience.

#### **Individual Professionalism & Lifetime Achievement**

*Applicant may nominate someone from their CVB or another industry professional. It may be difficult to nominate someone from another CVB because you don't have access to all of the information needed for the nomination. If you have an idea for an individual that you think is deserving but need assistance with your nomination, please contact the UMCVB conference planner. They will contact the Advisory Council member from that state(s) and suggest others in the tourism industry that may have additional information. As a last resort, the conference planner or a member of the Advisory Council will contact them, let them know that their name has been suggested as a nomination and ask them for bio and resume information.*

Tell the judges how this person made a difference and furthered the tourism industry. You may include any information that you deem pertinent. What sets this person apart from others? What were their contributions to the UMCVB and/or national, state, regional, and local promotion of tourism? What skills and qualities does this person possess? You may want to include examples of leadership, sales, planning, promotion, innovation, professionalism, marketing, public relations, volunteerism and other information.

**Category:** \_\_\_\_\_

**Nominee:** \_\_\_\_\_ **Bureau:** \_\_\_\_\_

**Nominator:** \_\_\_\_\_ **Bureau:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

#### **Submit nominations to:**

UMCVB, c/o Training Resources, 1211 Vine Street, Suite #2230, West Des Moines, Iowa 50265  
Phone: 515-309-3315 Fax: 515-309-3317 Email: [monica@trainingresources.org](mailto:monica@trainingresources.org)