

May 11, 2009

***Does someone you know in your field deserve recognition?  
Has your Bureau done something worth bragging about?***

Dear Bureau Member:

You are receiving this application from the coordinators of the Upper Midwest Convention and Visitors Bureau (UMCVB) Fall Conference. This year's conference is being held in **Sioux Falls, South Dakota on Sunday, September 13 to Tuesday, September 15, 2009**. We hope that you will be able to join us there for great educational, motivational and networking opportunities. You may access online registration for the conference around mid-July at [www.umcvbfallconference.com](http://www.umcvbfallconference.com).

The Upper Midwest CVB Conference originated with an idea by Bruce McDaniel, then President of the Quad Cities CVB. Bruce was active in the industry's international association, IACVB (now DMAI) as well as with state tourism. He was a strong supporter of education and also realized that the Midwest was full of smaller convention & visitors bureaus that might have difficulty affording national-level education but still needed continued learning about our unique niche in the tourism industry.

During the fall of 1996, he contacted Bill Geist, a friend and industry consultant who had previous experience in managing CVBs, to propose the idea of an annual educational event for Destination Marketing Organizations (DMOs) in the north central region. Bruce felt that because Bill was also involved in some conference and association management, he might be a good candidate to help bring the idea to fruition.

From there, the UMCVB Fall Conference was born and included the states of Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin. The first conference was held in Dubuque, Iowa in September of 1997 and was deemed a great success by the attendees who encouraged the committee to make it an annual event.

The conference suffered an early setback a few months later, in January, when Bruce McDaniel passed away unexpectedly. Bruce had been the real founder and guiding light of the event so there was some question about continuing. The group ultimately decided that it was in the best interest of fellow DMOs to keep and grow the young conference. At Bill's suggestion, they also created an annual award in Bruce's name to recognize his valuable contribution to industry education.

This year, the Upper Midwest CVB Conference will celebrate its 11<sup>th</sup> anniversary. We invite you to review the attached award categories and nominate candidate(s) for these prestigious industry awards. The applications are due by **August 1, 2009** and be awarded during the conference. *Please contact Monica Stutzman, Training Resources, at 515.309.3315, if you have any questions.*

Sincerely,

The UMCVB Board