



***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 directors of the Upper Midwest Convention and Visitors Bureau (UMCVB) Fall Conference. This year's conference is being held in **Dubuque, IA from Sunday, September 10 to Tuesday, September 12, 2017.** We hope that you will be able to join us there for great educational, motivational and networking opportunities.

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 20th 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, 2017** and will be awarded during the conference. Please contact Erin Bowers, Training Resources, at 515.309.3315 or erin@trainingresources.org, if you have any questions.

Sincerely,

The UMCVB Board

Upper Midwest Convention and Visitors Bureau Conference 2017 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, 2017**. 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 \$350,000 or less)

Bureau Innovation (annual budget of over \$350,000)

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 by August 1st to:

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Phone: 515.309.3315 Fax: 515.309.3317 Email: erin@trainingresources.org