

2018 Geist Award Up & Coming Hospitality Leader

**INSPIRE,
DEVELOP,
LEAD.**

Does your CVB have an emerging leader?

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 **Lake Geneva, WI from Sunday, September 9 to Tuesday, September 11, 2018.** 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 DI) as well as with state tourism. He was a strong supporter of education and also realized that the Midwest was full of smaller convention & visitor's 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.

As one of the original founders of the Upper Midwest Convention & Visitors Bureau Conference, Bill Geist has lead the way for creativity, innovation and most importantly, hospitality. In celebrating the 20th year of the hard work that Bill has put in to growing this conference, the UMCVB board was proud to introduce a new annual award. This award will be given out to an individual within the UMCVB multi-state region under the age of 40 who are up and coming leaders within our industry.

This year, the Upper Midwest CVB Conference will celebrate its 21st anniversary. We invite you to review the attached Bill Geist Award form and nominate candidate(s) for this prestigious industry award. The applications are due by **August 1, 2018** and will be awarded during the conference. Please contact Erin Bowers, UMCVB Event Coordinator, at erin@umcvb.com if you have any questions.

Sincerely,

The UMCVB Board



Upper Midwest Convention and Visitors Bureau Conference
2018 Bill Geist Award

The CVB industry is proud to have a long-time leader in Bill Geist, one of the founders of the Upper Midwest CVB Conference. In his honor, the Conference awards the annual "Geist Up & Coming Hospitality Leader Award" to young tourism industry professionals that achieve and exemplify great leadership.

Nominations must be received by **August 1, 2018**. All Bureau and CVB professionals under 40 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. Please include this form as a cover for your supporting documents.

Up & Coming Hospitality Leader

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 within their organization and to the public for which they serve. You may include any information that you deem pertinent. What puts this person at the top of the list? What are some contributions that this person makes to the UMCVB and / or national, state, regional and location promotion of our industry? How are the skills that this person possesses make him/her rise to the top? Feel free to include examples of leadership, sales, planning promotion, innovation, professionalism, marketing, public relations, volunteerism and other information as you feel important.

Nominee: _____ **Bureau:** _____

Nominator: _____ **Bureau:** _____

Phone: _____ **Email:** _____

Submit nominations by August 1st to:
UMCVB Fall Conference, 1501 Central Parkway, Suite E, Eagan, MN 55121
Phone: 956.605.2784 Email: erin@umcvb.com