

# **2018 Bruce Riley McDaniel Award Individual Professionalism & Lifetime Achievement**



*Does someone you know in your field deserve recognition?*

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.

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 21st anniversary. We invite you to review the attached Individual Professionalism and Lifetime Achievement Award nomination 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](mailto:erin@umcvb.com) if you have any questions.

Sincerely,

The UMCVB Board



**Upper Midwest Convention and Visitors Bureau Conference**  
**2018 Bruce Riley McDaniel Award**

*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 Individual Professionalism & Lifetime Achievement Award" to tourism industry professionals that achieve and exemplify greatness.*

Nominations must be received by **August 1, 2018**. 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. Please include this form as a cover for your supporting documents.

**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.

**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](mailto:erin@umcvb.com)