

## NORTH DAKOTA GOVERNOR'S AWARDS FOR TOURISM CRITERIA

**Travel & Tourism Industry Leader (Nominated by a peer in the industry):** Individual who has demonstrated outstanding leadership in the tourism industry locally, regionally or statewide. This individual's leadership in the areas of tourism promotion and/or development must be proven by a significant impact on a tourism business or local economic development effort.

**Front-line Tourism Employee (Nominated by employer):** Individual who provides outstanding customer service to tourists and visitors on a daily basis. This person could be employed in one of many areas of the tourism and hospitality industry including motel, resort, restaurant, casino, gas station, retail, recreation, etc.

**International Tourism Award (Nominated by peer in the tourism industry):** Public or private tourism entity or person that has demonstrated positive results for the business, local community, or statewide, in the international market. This individual's leadership in the areas of tourism promotion and/or development must be proven by a significant impact on a tourism business or local economic development effort.

**Behind the Scenes Tourism Employee (Nominated by employer):** Individual who provides outstanding service behind the scenes in tourism-related businesses. Examples would be housekeeping staff, prep cooks, administrative positions, Web site designers, and chefs employed in one of many areas of the tourism and hospitality industry including motel, resort, restaurant, casino, gas station, retail, recreation, etc.

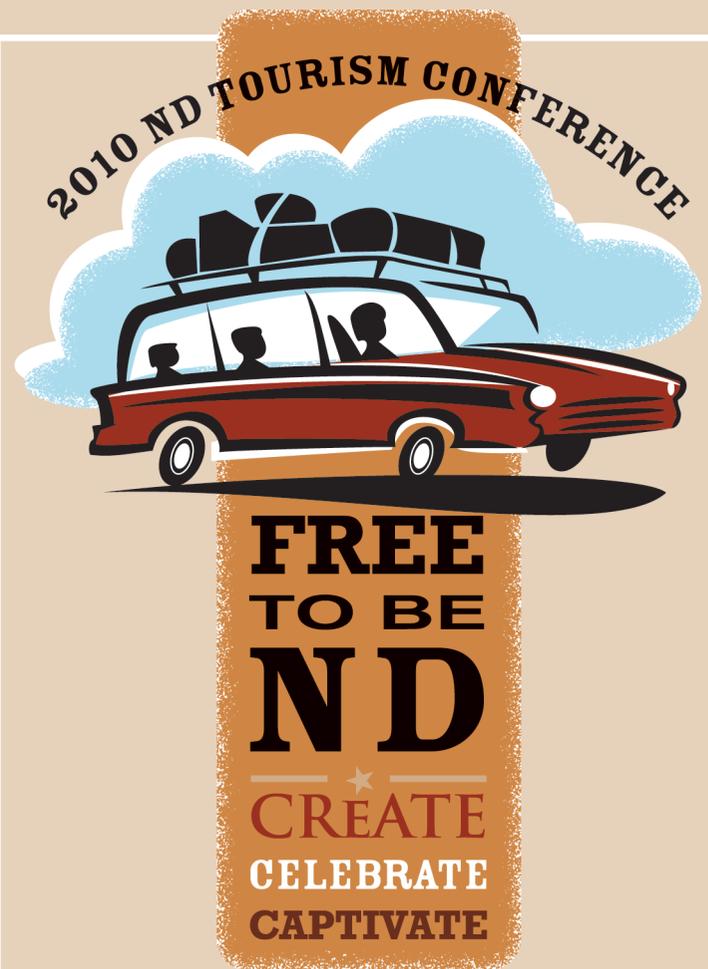
**Tourist Attraction of the Year (May be self nominated):** Public or private attraction that has demonstrated involvement in local, regional and/or state tourism initiatives. Measurable economic impact as well as attendance figures should be documented in addition to an effective marketing program.

**Event of the Year (May be self nominated):** The host organization may be public or private but must have demonstrated involvement in local, regional and/or state tourism initiatives. Measurable economic impact as well as attendance figures should be documented in addition to an effective marketing program.

**Tourism Organization of the Year (May be self nominated):** Presented to an organization, such as a public tourism attraction, public recreation area, convention and visitors bureau, chamber of commerce, etc., that has demonstrated a positive impact on the local, regional, or statewide tourism industry. Criteria will be based on creativity, innovation and/or measurable results in the areas of tourism promotion or development.

**Wade Westin Award for Marketing (May be self nominated):** This award will be given annually to a stand-out effort in marketing. The honor may go to a marketing project, a specific campaign, a marketing team or cooperative project or a marketing guru who uses innovative ideas to attract more attention and thus visitors to North Dakota. Nominations should include details of the marketing effort, how it was integrated and leveraged for maximum exposure and the measureable results. Nominations will be evaluated on their uniqueness, innovation and results.

**Best Package (Nominees include all ND Tourism packages promoted during 2009):** Public or Private Tourism group that has created a unique packaging opportunity in the tourism industry. The package is to be made up of three (3) travel or tourism components, must have a point of sale at one or more of the components. Criteria will be based on creativity and innovation in this area. The award will be voted on by the conference attendees prior to the ND Tourism Conference.



# NORTH DAKOTA TOURISM CONFERENCE REGISTRATION AND AWARDS NOMINATION FORM

## 2010

*North Dakota*  
LEGENDARY

DESTINATION MARKETING  
ASSOCIATION  
*North Dakota*

**2010 NORTH DAKOTA TOURISM CONFERENCE  
REGISTRATION FORM**

Name \_\_\_\_\_  
Organization \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Email \_\_\_\_\_  
Additional Registrants \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Number Attending Pre-Conference Workshop

- Yes, I am a sponsor/exhibitor  
    \_\_\_ Bronze - \$500 (includes 1 registration)  
    \_\_\_ Silver - \$750 (includes 1 registration)  
    \_\_\_ Gold - \$1500 (includes 2 registrations)  
    \_\_\_ Platinum - \$2500 (includes 2 registrations)



**Register Online: [www.shop.commerce.nd.gov/events](http://www.shop.commerce.nd.gov/events)**  
**Submit registration via fax to 701-857-8228**  
**Mail form and payment (payable to DMAND) to:**  
Minot CVB • Attn: NDTC • 1020 S Bdwy, Minot, ND 58701

- Earlybird registration due by April 1, 2010  
 \$125 first attendee  
 \$115 each additional person from the same organization  
 Sponsor/exhibitor fee  
 \$30 for each registrant attending pre-conference workshop

Registration after April 1, 2010  
 \$150 per registration  
\$\_\_\_\_\_ Total  
 Check     Mastercard     Visa  
Credit card # \_\_\_\_\_  
Expiration \_\_\_\_\_  
Name on card \_\_\_\_\_  
Signature \_\_\_\_\_

**No refunds will be issued after April 1, 2010  
Conference Hotel**

Holiday Inn Riverside • 2200 Burdick Expy E, Minot, ND 58701  
701-852-2504 or 1-800-468-9968  
Conference Rates: \$60/single occupancy;  
\$70/multiple occupancy

**2010 NORTH DAKOTA TOURISM CONFERENCE  
AWARDS NOMINATION FORM**

I nominate: \_\_\_\_\_

- In the category of:  
 Behind the Scenes Tourism Employee  
 Event of the Year  
 Front-line Tourism Employee  
 International Tourism Award  
 Tourism Organization of the Year  
 Tourist Attraction of the Year  
 Travel & Tourism Industry Leader  
 Wade Westin Award for Marketing

Nominee's Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Email \_\_\_\_\_  
Website \_\_\_\_\_

Submitted by \_\_\_\_\_  
Phone number \_\_\_\_\_  
Email \_\_\_\_\_

With each nomination, please attach a one-page narrative  
(written with the enclosed criteria in mind). Please also  
include or email a photo of the nominee.

**Please submit nominations on or before  
Friday, March 26, 2010**

Fred Walker  
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Bismarck, North Dakota 58502  
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Toll free: 1-800-435-566  
Fax: 701-328-4878



**Nominate Online:**  
[www.ndtourism.com/industry/2010-north-dakota-tourism-conference](http://www.ndtourism.com/industry/2010-north-dakota-tourism-conference)