



AWARDS FOR ASSOCIATION EXCELLENCE

Recognizing Outstanding Members and Partners that Promote
Travel and Tourism in Georgia's Historic High Country Region

NOMINATION DEADLINE: January 31, 2018

SCHEDULE:

December 2017

Nominations Open

February 2018

Finalists Notified of Results

March 5, 2018 — Winter Chautauqua

Awards Presentation

Mail nominations to:

Ringgold VIC
c/o HHCTA
2726 I-75 South
Ringgold, GA 30736

and/or email to:
toms@boothmuseum.org

For questions, please contact:

Tom Shinall
Booth Western Art Museum
770.387.2833

toms@boothmuseum.org

AWARDS FOR ASSOCIATION EXCELLENCE

OVERVIEW AND SELECTION OF AWARDS

The purpose of these awards is to recognize, honor and promote the outstanding achievements of efforts made in the hospitality and tourism industries in the northwest region of Georgia. To be eligible for submitting a nomination, the nominee must be a member of Georgia's Historic High Country Travel Association. Nominations can be made for the current calendar year beginning in December, and will be accepted through January 31, 2018. The Selection Committee will meet to review and score all nominations and the winners will be announced at the Winter Chautauqua Conference. The Selection Committee reserves the right to transfer a nomination to a more appropriate category.

AWARD CATEGORIES

Best Event:

Best event will take into consideration the planning of the event (was it a collaboration with other groups/volunteers); marketing collateral and public relations for the event; nature of the event and its' components (activities, vendors, setup, etc.); and participation. There are three categories in which Best Event awards will be given:

- Event with Attendance of 1,000 or less
- Event with Attendance of 1,000-2,500
- Event with Attendance of 2,500 or more

Member of the Year:

This will be based on overall attendance and commitment to HHCTA, including participating on any committees; hosting a speaker or meeting location; and/or advocating for HHCTA. Individuals may nominate themselves or others.

Advocate of the Year:

This may or may not be a HHCTA member. The Advocate of the Year is someone who advocates for travel and tourism in the High Country region. Possible candidates, in addition to HHCTA members, might include a local Mayor, council member, county commissioner, director of economic development, or someone at the state level.

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2017 Nomination Cover Sheet

I

Nomination Submitted By: *This person must be a current member of HHCTA and will be the primary contact for the nomination.*

Name: _____

Job/Title: _____ Email: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Signature: _____

I do solemnly swear that the information provided as part of this nomination is both truthful and accurate.

II

Contact for Event or Individual Being Nominated: *(Please note, each nomination requires a separate cover sheet and summary)*

Name: _____

Job/Title: _____ Email: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

III

Nominee Summary: On a separate piece of paper, please provide a 250-500 word description of the event or individual you are nominating. Photos, articles and/or other collateral that exemplifies why this event or individual should receive the award should also be included.

All nominations and accompanying project summaries must be postmarked and mailed/emailed no later than **January 31, 2018.**

Nomination Packets may be mailed to: Ringgold VIC, c/o HHCTA, 2726 I-75 South, Ringgold, GA 30736
and/or emailed to: toms@boothmuseum.org