



THE HIGHEST ACHIEVEMENT IN THE
NORTH ALABAMA TOURISM INDUSTRY

PEAK AWARDS



NOMINATION FORM

Deadline for entry into the 2019 Alabama Mountain Lakes PEAK Awards is Monday, July 29, 2019.

There will be nine awards presented at the AMLA Annual Meeting September 26, 2019 at the Cook Museum of Natural Science, Decatur.

PEAK AWARD CATEGORIES

• **ORGANIZATION OF THE YEAR**

This award will be given to the AMLA member organization that has contributed significantly to the betterment and development of tourism in North Alabama in the past year. (2018 recipient was the Cherokee County Chamber of Commerce.)

• **EVENT OF THE YEAR**

This award will go to the AMLA member special event/festival that has made a great contribution to tourism in the past year. (2018 recipient was Panoply, Huntsville)

• **ATTRACTION OF THE YEAR**

This award will go to the AMLA member attraction that has made a great contribution to tourism in the past year. (2018 recipient was Burritt on the Mountain, Huntsville.)

• **“GOOD NEIGHBOR AWARD”
FRIEND OF TOURISM AWARD**

This award will go to a person or organization whose body of work has had a significant impact on tourism in the past year. (2018 recipient was Sara Love, retired, Athens State University)

• **CHAIRMANS CUP**

Given annually to a travel writer or media person who has demonstrated long-standing support of AMLA, the region and its tourism activities. (2018 recipient was Dion Hose, WAFF, Huntsville..)

• **NORTHERN STAR AWARD**

History tells us that tourism really began by the navigation of the of the stars; therefore, those who work as rangers, guides and front line people and who have gone “above and beyond” expectations are to be nominated for this award. (2018 recipient was Town of Mooresville)

• **YOUNG PROFESSIONAL OF THE YEAR
“Green Apple Award”**

Awarded to a young person who has been in the tourism business less than seven years and has exhibited extraordinary leadership skills and initiative associated with his/her position. (2018 recipient was Kristen Pepper, Huntsville/Madison County Convention and Visitors Bureau.)

• **LASTING IMPRESSION AWARD**

This award will go to an attraction, event, person, or organization that has provided a “lasting impression” on tourists thereby improving the overall image of tourism in North Alabama. (2018 recipient was Avice Pearson, DeKalb Tourism.)

• **TOURISM PROFESSIONAL OF THE YEAR**

This award will go to an individual or employee of an AMLA member organization who has made a great contribution to tourism in the past year. (2018 recipient was Katy Norton, Marshall County Convention and Visitors Bureau.)

DEADLINE: All entries must be received by July 29, 2019.

MAIL OR FAX NOMINATION FORMS TO:

Tourism Awards Committee
Alabama Mountain Lakes Tourist Association
P.O. Box 2537, Decatur, AL 35602
Fax: (256) 350-3519

2019 PEAK AWARDS NOMINATION FORM -- DEADLINE IS MONDAY, JULY 29, 2019

Please nominate only one person or organization per category. Entrants may not nominate themselves or their organizations.

Award Category: _____

Nominee Name: _____

Phone #: _____

Business Affiliation (if any): _____

Person Submitting Nomination: _____

Your Business Affiliation: _____

Your Address: _____

Your Telephone #: _____

Please attach a brief statement explaining why this nominee is deserving of the award.