

# AIANTA'S

## *ENOUGH GOOD PEOPLE*

### 2017-2018 NOMINATION PACKET

#### 2016-2017 Award Recipients



**Tribal Destination of the Year**  
awarded to Icy Strait Point



**Best Cultural Heritage Experience**  
awarded to Puye Cliff Dwellings



**Excellence in Customer Service** awarded to Tina Whitegeese,  
Hilton Santa Fe at Buffalo Thunder

## Tribal Destination of the Year: Icy Strait Point (ISP)



Icy Strait Point is Alaska's only privately owned cruise ship destination and located in the Native Village of Hoonah. Owned by the Alaska Native Claims Settlement Act (ANCSA) Village Corporation (Huna Totem), staffed by 85% local tribal members, employs 20% of local population and provides the community with not only employment opportunities and directed funds, but also entrepreneurship opportunities. Offered daily are twenty (+) tours, including Tribal Dance, Wilderness/Wildlife Discovery, World's Longest Zipline...plus restaurants, retail, and historic landmarks. Each guest receives a one-of-a-kind experience infused with local Native culture and hospitality. Awards/recognition received from National Geographic, Travel+Leisure, Condé Nast Traveler. Partners with industry leaders, include Royal Caribbean, Celebrity, Holland America, Princess, Crystal, Regent, Norwegian, and Oceania.

**Best Cultural Heritage Experience: Puye Cliff Dwellings:** Puye Cliff Dwellings "place where rabbits gather" was designated a National Historic Landmark in 1966 and is the ancestral home of the people of Santa Clara Pueblo in New Mexico. The pueblo welcomes visitor's year around to view the ruins and cliff dwellings. Puye continues to grow to help preserve the ancestral home of the people of Santa Clara. Puye provides the cultural attractions of Santa Clara by performing traditional dances and songs sung in their Tewa language and providing tours to their cliff and cave dwellings. They also conduct bread-baking demonstrations. Their tours consist of their ancestral sites and provide the visitor with their history and culture.

To further enhance the visitor's experience, Puye also provides tours of the Harvey House, which serves as an interpretive center and gift shop. The legendary Fred Harvey Company built Harvey Houses in the late 1800s as amenities for tourists traveling to the Southwest by railroad and, later, by passenger car. The Harvey House at Puye Cliffs was the only Harvey House built on an Indian reservation.

**Excellence in Customer Service: Tina Whitegeese,** at the time of the award, Tina had been a group sales manager at the Hilton Santa Fe Buffalo Thunder Resort for 2 years. However, her passion for promoting tourism goes back to 2009 when she represented Puye Cliffs. The Cliffs, a National Historic Landmark, was home to the ancestors of today's Santa Clara Pueblo people. It is estimated that 1,500 people lived, farmed, and hunted game there from the 900s to 1580 A .O. Tina and her family are descendants of these people and she has deep pride in helping interested travelers to Northern New Mexico learn more about her culture. Tina is actively involved with New Mexico Hospitality Association since 2011, serving as the secretary for two years as well as on the Customer Service committee. She has worked with the State Tourism North Central Region Tourism Board since 2012. Volunteer activities have included Rio Grande School Annual Fundraising Gala committee; Make-A-Wish NM; United Way of Central NM Mayor and First Lady Charity Gala, and the St. Felix Pantry annual fundraising committee. Tina's excellence in customer service has been instrumental in booking and working with The National Center for American Indian Enterprise Development New Mexico conference for two years running.

## OVERVIEW

AIANTA, as the national organization representing the tribal hospitality and tourism industry, recognizes the best of Indian Country travel and tourism with annual awards for Destination of the Year, Best Cultural Heritage Experience and Excellence in Customer Service. These awards recognize tourism operations that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

The awards will be presented during AIANTA's Sixth Annual *Enough Good People* Awards Gala and Silent Auction. The event is being held at the 19th Annual American Indian Tourism Conference (AITC) in Green Bay, Wisconsin on Wednesday, September 13, 2017 at 7 p.m. AIANTA members are encouraged to nominate tribal destinations, tribally owned businesses and enterprises, employees of tribally owned enterprises, and businesses, and tribal members who best exemplify the hospitality and tourism industry. The nominee(s) do not have to be AIANTA members; however, nominations must be made by an AIANTA member in good standing. In addition, AIANTA will recognize individuals with *Enough Good People* Awards for individuals who have made a significant impact on tribal tourism and helped AIANTA achieve its mission.

The proceeds raised from the silent auction benefits the AIANTA Scholarship Program awarding scholarships to Native American students interested in pursuing careers in the hospitality and tourism industry, including culinary arts, recreation, and related fields.

## CATEGORIES and CRITERIA

### **1. Tribal Destination of the Year:**

- a. Encompass the following: excellent customer service, visitor friendly destination, authentic cultural heritage experience(s), and amenities for visitors, recreation/activities, and active marketing efforts and collaboration.
- b. Measurable economic impact on the local, state, or regional level (i.e. attendance numbers) should be included to highlight results of successful marketing.
- c. Nominees can be a cultural/interpretive center or museum
  - Must demonstrate cultural heritage programming throughout visitor season, i.e. lectures, performances, etc.
  - Must have interpretive exhibits or signage that educate visitors of tribe or tribes cultural heritage
  - Must enhance the visitors experience to the area, i.e. part of an itinerary
  - Must demonstrate commitment to authenticity, preservation, and sustaining cultural heritage of the tribe or tribes, i.e. mission statement, strategic plan, etc.

### **2. Best Cultural Heritage Experience (choose one):**

- a. Can be an annual festival or event, one-time events are excluded
  - Must demonstrate authentic art, craft, food, dance, performance, demonstrations, etc. representative of tribe or tribes, i.e. application form, art & craft standards, etc.
  - Must enhance the visitor experience to the area, i.e. part of tour, itinerary, promoted by partners, i.e. chamber website, cooperative advertising piece, etc.

- Must demonstrate feedback/review from the public for the 2016-2017 event, i.e. surveys, rating, etc.
- b. Nominees can be an individual or group demonstration and/or performance
  - Must be an enrolled tribal member, federal or state, i.e. tribal ID card
  - Must demonstrate authentic performance, dance, art, song or interpretation, i.e. artist statement
  - Must be recognized by peers, arts organizations or booking entities as a professional,
  - i.e. resume, biography, awards received

**3. Excellence in Customer Service (choose one):**

- a. Can be an individual or tribal member who has provided consistent, excellent customer service during their tenure of employment.
  - Must have been recognized by their customers in going “above and beyond” their job duties to assist them. (Measures can be found utilizing Trip Advisor, Travelocity, Yelp, etc.)
  - Must have been recognized by their employer for their services, i.e. Employee of the Month
- b. Can be an overall organization or business with a commitment to creating and providing a culture of service
  - Must demonstrate customer service throughout its business practices, i.e. customer service statement and policy.
  - Must provide customer service training on a continuous basis.
  - Must recognize employees for excellent customer service, i.e. bonus, award, etc.
  - Must demonstrate a strong, charitable commitment to the community in which it operates through collaborative efforts, i.e. letters or memoranda of understanding.

**NOMINATED BY (must be nominated by an AIANTA members)**

Contact Person: \_\_\_\_\_

Organization: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**DEADLINE**

Submit nomination form and digital documentation by 5:00 p.m. on **Friday, July 14, 2017** to [sbowman@aianta.org](mailto:sbowman@aianta.org) or mail to:

**AIANTA AWARD COMMITTEE  
ATTN: Sherrie Bowman  
2401 12<sup>th</sup> St. NW, Albuquerque, NM 87104**

## NOMINATION FORM

**Please fill out completely or will not be considered**

### 1. Select category or categories you will be submitting a nomination for

[ ] ***Tribal Destination of the Year***

Nominee: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone No. \_\_\_\_\_

Website: \_\_\_\_\_

[ ] ***Excellence in Customer Service***

Nominee: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone No. \_\_\_\_\_

Website: \_\_\_\_\_

[ ] ***Best Cultural Heritage Experience*** (Include traditional language, song, dance, traditional foods, history, and landscape for example)

Nominee: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Full Address: \_\_\_\_\_

Phone No. \_\_\_\_\_

Website: \_\_\_\_\_

## 2. Profile

Type of Business:  Tribal Enterprise  Native Owned  Other \_\_\_\_\_

When Established: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Awards or Ratings: \_\_\_\_\_

## 3. Narrative (You may use a separate page to respond to the following. Please attach separate page, all supporting documents under the criteria mentioned, website links, and attach to form.)

- Describe how the nominee meets the criteria above for their category in 100 words or less.
- Describe how the nominee best exemplifies AIANTA's mission "to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values" in 100 words or less.
- Describe your personal experience(s) with each of the nominee(s) above as a reason for your nomination in 100 words or less for each category.

***Thank you for submitting for a Destination Award. Please join us at the 19<sup>th</sup> Annual American Indian Tourism Conference at the Radisson Green Bay, Green Bay, Wisconsin.***

***2018 Conference Site – Isleta Casino Resort, Albuquerque, NM***

### **AIANTA Destination Awards**

#### ***2015-2016 Destination Awards***

Tribal Destination of the Year - *Acoma Sky City Cultural Center & Haak'u Museum*

Best Cultural Heritage Experience - *Alaskan Dream Cruises*

Excellence in Customer Service - *Grand Canyon Skywalk, Monica Sedillo,  
Elroy Havaton, Rory Majenty*

#### ***2014-2015 Destination Awards***

Tribal Destination of the Year - *Chickasaw Country of Oklahoma*

Best Cultural Heritage Experience - *Alaska Native Voices, Huna Totem Alaska Corporation*

Excellence in Customer Service - *CIRI Alaska Tourism Corporation*

#### ***2013-2014 Destination Awards***

Tribal Destination of the Year - *Indian Pueblo Cultural Center*

Best Cultural Heritage Experience - *The POEH Center*

Best Cultural Heritage Experience - *Standing Rock Tribal Tourism*

#### ***2012-2013 Destination Awards***

Tribal Destination of the Year - *Cherokee Nation Cultural Tourism*

Best Cultural Heritage Experience - *Chickasaw Cultural Center*

Excellence in Customer Service - *Dawn Melvin, Arizona Department of Tourism*

Honorable Mention for Best Tribal Destination - *Pyramid Lake Paiute Tribe*

Honorable Mention for Best Cultural Experience - *Arizona Indian Festival*