



# Enough Good People Awards

As the only organization dedicated to advancing tribal tourism across the United States, the American Indian Alaska Native Tourism Association (AIANTA) recognizes the best of Indian Country travel and tourism at the annual Enough Good People awards.

Every year, enterprises and individuals are recognized in three categories: Destination of the Year, Best Cultural Heritage Experience and Excellence in Customer Service. These awardees represent tourism entities that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

In addition to the "Destination Awards," AIANTA's Board of Directors annually recognizes individuals who have made a significant impact on tribal tourism and/or who have helped AIANTA achieve its mission.

## Previous Winners

### 2018-2019

- Cherokee Qualla Boundary, Eastern Band of Cherokee (Tribal Destination of the Year)
- Indian Summer Festival (Best Cultural Heritage Experience)
- The Suquamish Museum (Excellence in Customer Service)
- Ed Hall, Bureau of Indian Affairs; Ethel Makinen, Tlingit Elder (Individual Awards)

### 2017-2018

- Talking Stick Resort (Tribal Destination of the Year)
- Stewart Father's Day Powwow (Best Cultural Heritage Experience)
- Donovan Hanley, Navajo Nation Hospitality (Excellence in Customer Service)
- Marcie Metropolis, Great Lakes Inter-tribal Council; Danny Marti, Keith Harper, Kilpatrick Townsend Stockton, LLC (Individual Awards)

### 2016-2017

- Icy Strait Point, Huna Totem Corporation (Tribal Destination of the Year)
- Puye Cliffs Pueblo of Santa Clara (Best Cultural Heritage Experience)
- Tina White Geese, Hilton Buffalo Thunder (Excellence in Customer Service)
- Principal Chief Bill John Baker, Cherokee Nation; Senator Brian Schatz of Hawaii (Individual Awards)

## American Indian Tourism Conference

The awards are presented yearly during AIANTA's Annual Enough Good People Awards Gala and Silent Auction, which is held during the American Indian Tourism Conference (AITC).

### 21st Annual American Indian Tourism Conference

Hard Rock Hotel & Casino Tulsa  
Tulsa, Oklahoma

Wednesday, September 18, 2019; 7:00 p.m.

Winners will receive two complimentary tickets to the event (travel not included), and recognition through post-event promotions highlighting all award recipients.

Table sponsorships are available for this event at \$1,000 for a table of eight. Proceeds from table sponsorships support AIANTA's Scholarship Program.



# 2018-2019 Award Recipients

*“Through all the fits and starts, challenges and triumphs, we never doubted that good things would happen because there were, in every situation, enough good people to push or pull or argue us through to the next step.”*

--Louis Adams, Salish

## Tribal Destination of the Year: Cherokee Qualla Boundary



Home to the Eastern Band of Cherokee Indians for more than 11,000 years, the Qualla Boundary is located at the far west end of the great state of North Carolina and is home to more than 8,000 Eastern Cherokee people. The region's beautiful scenery, natural resources, world-class gaming and distinctive culture and heritage draws more than six million visitors to the area annually.

The award-winning Museum of the Cherokee Indian uses artifacts, artwork, computer graphics and interactive features to tell the story of the Cherokee people, while the Cherokee Historical Association operates the Oconaluftee Indian Village, a re-creation of a 17th century Cherokee town and the “Unto These Hills” outdoor drama, which provides visitors with historic reenactments.

## Best Cultural Heritage Experience: Indian Summer Festival

One of the largest Native America cultural celebrations in the United States, the Indian Summer Festival takes place every September in Milwaukee, Wisconsin. The festival's Living Cultures Area shares the cultures of the Woodland and Great Lakes region by bringing together members of the 11 sovereign tribes of Native Wisconsin, who have sustained their lives and well-being for centuries.



Popular events include Education Day, the Circle of Art, powwow, the Indian Summer Music Award (ISMA), a Veteran's Area, cultural dances, art and medicinal and culinary experiences. There is also an extensive marketplace featuring Native American artisans.

## Excellence in Customer Service: The Suquamish Museum



The mission of Suquamish Museum is to collect, preserve, study, exhibit and teach the living culture and history of the Suquamish Tribe and its Salish neighbors while upholding Suquamish tribal values. The Suquamish Museum serves the tribal and local community with workshops, educational lectures, tours and a variety of other cultural activities.

With an interactive main exhibition gallery, a rotating exhibition gallery, educational classroom space, research space, museum store and beautiful grounds featuring a storytelling area, the museum offers docent tours and a self-guided walking tour to explore the grave site of Chief Seattle, the Veteran's Memorial and other local points of interest. The museum's employees are known for their courtesy and great pride in their museum, its architecture and displays and in explaining the history and culture of the Suquamish people.

## Individual Awards

**Ed Hall** – For more than 20 years, through his work at the Bureau of Indian Affairs (BIA), Mr. Hall has put his time and energy in improving tribal economics by helping people build a sustainable tribal tourism industry and helping elevate tribal tourism at the national and international level.

**Ethel Makinen** – Ms. Makinen was the lead instructor at the Sitka Native Education Program and has served on the cultural committee for the Sitka Tribe of Alaska. Fluent in her language and teaching song and dance to youth and to all that want to learn, Ms. Makinen has contributed countless volunteer hours assuring that the Sitka people have traditional knowledge and can share it with visitors.

# Categories & Criteria

## Tribal Destination of the Year

1. Nominees are destinations; they can be a cultural/interpretive center, museum or historical village.
2. They must demonstrate a measurable economic impact (i.e. attendance numbers) on the local, regional or state level; data should be included in the application to highlight successful marketing results.
3. Nominees must encompass the following: excellent customer service, visitor-friendly destination, authentic cultural heritage experience(s), amenities for visitors, recreation/activities and active marketing efforts and collaboration.
  - Must demonstrate cultural heritage programming throughout the visitor season, through lectures, exhibitions, performances, etc.
  - Must have interpretive exhibits or signage that educate visitors about the tribe and its cultural heritage
  - Must enhance the visitor experience to the area and/or be incorporated as part of local tourism marketing program, promotion or itinerary.
  - Must demonstrate commitment to authenticity, preservation and sustaining the cultural heritage of the tribe or tribes, including a statement in its mission statement, strategic plan or similar.

## Best Cultural Heritage Experience

1. Nominee must provide a cultural heritage experience; they can be an annual festival or event (one-time events are excluded).
  - Must demonstrate authentic arts, crafts, food, dance, performance, demonstrations, that are representative of tribe or tribes; application forms and other contracts must require tribal arts & crafts standards, etc.
  - Must enhance the visitor experience to the area and/or be incorporated as part of local tourism marketing program, promotion or itinerary.
  - Must demonstrate feedback/reviews from the public for the 2018-2019 event, i.e. surveys, online ratings, etc.
2. Nominees can be an individual or group performance or demonstration:
  - Must be an enrolled tribal member of a federally or state recognized with proof of identification.
  - Must demonstrate an authentic performance, dance, art, traditional storytelling, song or interpretation.
  - Must be recognized by peers, arts organizations or booking entities as a professional, i.e. resume, biography and/or awards received.

## Excellence in Customer Service

1. Nominees can be a business or organization 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.
2. Can be an individual or tribal member who has provided consistent, excellent customer service during their tenure of employment.
  - Must be recognized by their customers in going “above and beyond” their job duties to assist them. (Such as reviews on Trip Advisor, Travelocity, Yelp, etc.)
  - Must have been recognized by their employer for their services, i.e. Employee of the Month.

# Nomination Form

(Anyone in the tourism/hospitality industry may make a nomination, but the nominee must be an AIANTA member in good standing to be considered for an award. If the nominee is a non-member, the nominating organization may sponsor the membership of the nominee.)

## Nominated By

Contact Person: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Full Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

## Nominee

Contact Person: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Full Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

- Tribal Destination of the Year  
 Excellence in Customer Service  
 Best Cultural Heritage Experience

## Profile

Type of Business:  Tribal Enterprise  Native Owned  Other \_\_\_\_\_  
Year Established: \_\_\_\_\_  
Number of Employees: \_\_\_\_\_  
Awards or Ratings: \_\_\_\_\_

## Supplemental Information

- Please attach a separate page, that
  - Describes how the nominee meets the criteria above for their category in 100 words or less.
  - Describes 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.
  - Describes your personal experience(s) with the nominee(s) or the reason for your nomination in 100 words or less.
- Please include a video presentation of your nominee.

## Deadline

Submit nomination form and documentation by 5:00 p.m. on Friday, August 2, 2019 to [sbowman@aianta.org](mailto:sbowman@aianta.org) or mail to:

Sherrie L. Bowman  
Education Events Specialist  
American Indian Alaska Native Tourism Association  
2401 12th St. NW, Albuquerque, NM 87104