

AIANTA'S

ENOUGH GOOD PEOPLE

2018-2019 NOMINATION PACKET

Celebrating 20 Years of Tribal Tourism Development ~ Then and Now 1998-2018

2017-2018 Award Recipients



Tribal Destination of the Year
Awarded to Talking Stick Resort

Best Cultural Heritage Experience
Awarded to Stewart Father's Day Powwow

Excellence in Customer Service
Awarded to Donovan Hanley, with DETOURS Native America (accepted by Blessing McAnlis-Vasquez)



Tribal Destination of the Year: Talking Stick Resort

Talking Stick Resort is proudly owned and caringly operated by the Salt River Pima-Maricopa Indian Community (SRPMIC). Featuring 496 rooms, spa, live casino gaming action, 650 seat showroom, 100,000sq ft. of meeting/event space, 3 pools, six lounges, and five restaurants including its signature Orange Sky which features spectacular views of the Community's 19,000 acre natural preserve. Talking Stick Resort employs nearly 2,000 employees. The property maintains many employee recognition programs such as the Pathways to Success program, an apprenticeship program that is designed to hire, train and retain enrolled members of the Salt River Community. The Resort is also home to the largest Native American collection outside a museum and hosts Native American dance performances every Friday and Saturday in season, for visitors to the property. The Destination offers complimentary trolley service from downtown Scottsdale to all entertainment entities. This experience is further enhanced by the presence of community ambassadors, who are on hand to answer questions about the community, area events and amenities. Each of our entities offers cultural discovery events, which includes dance performances; storytelling, arts/crafts activities, children's activity sheets and ambassador service also enhance guest experience. Our primary goal is to enhance visitor experience with memorable and authentic experiences. We strive to create experiences where visitors can learn more about the Salt River Indian Community, its people and culture, whether it be through ambassador interaction, a self-guided tour of our visitor center, a casual walk by of a cultural art display at one of our properties or a wine dinner featuring native foods. We have a beautiful community, rich in history and tradition and we want to share our story with our visitors via these efforts. The Talking Stick Destination is home to Talking Stick Golf Club, Talking Stick Resort/Casino, the Pavilions at Talking Stick shopping Center, Octane Raceway, Salt River Fields at Talking Stick, the Courtyard Marriott Scottsdale Salt River, Topgolf and Butterfly Wonderland.

Best Cultural Heritage Experience: Stewart Father's Day Powwow

Stewart's Father's Day Powwow celebrates American Indian heritage and is a fundraiser to preserve historic Stewart Indian School (1890-1980). This annual three-day event attracts native artisans, drummers, dancers, alumni, and visitors from across the country. The Powwow Committee selects Head Staff based on experience, knowledge, and standing within the American Indian community. Vendors who sell authentic items and meet arts and crafts standards are accepted. The Alumni Booth shares history of Stewart with visitors. The Powwow provides authentic art, craft, food, dance, performance, and demonstrations. State and local tourism websites/collateral and business partners assist in promoting the event. Event surveys collect feedback. The Powwow honors traditions and values by sharing languages, traditions, songs and dances with future generations and visitors. Stewart's history as a government boarding school had an enormous impact on Native communities and this story is shared at the powwow when honoring alumni. These experiences will also be shared when the new Stewart Indian School Cultural Center opens as a cultural tourism destination in 2018. Exhibits at the new museum will describe how American Indian education has changed from 1890 until today. The school is on the National Register of Historic Places with buildings built by Hopi stonemasons (1930s) from local river rock. The Powwow Committee, made up of local tribal elders, has organized the Powwow since 2003. Many powwow visitors are Stewart alumni or their relatives. Over 30,000 children attended Stewart, including students from Great Basin Tribes (Northern and Southern Paiute, Washoe and Western Shoshone), and other tribes in the region (UT, AZ, NM, CA). Stewart is unique in Nevada as a historic site, and the Stewart Father's Day Powwow ensures that the history is preserved by honoring alumni with special events and activities. In 2015, the Powwow was named "Event of the Year" by the Carson City Chamber of Commerce.

Excellence in Customer Service: Donovan Hanley with Detours

Donovan Hanley previously worked for Navajo Nation Hospitality, actively engaging with tour operators, meeting planners, DMO's, the Arizona Office of Tourism and Aianta to promote the Navajo Nation. Hanley also serves as the Vice President of the Arizona Indian Tourism Association, previously serving 3 years as President. In May, 2017 Brand USA and Aianta brought eight Italian media to the Southwest to experience Indian Country and Hanley was instrumental in making that FAM a reality. "To be successful in the hospitality industry, one first must have the personality and customer service ingrained," said Hanley in a 2012 interview when asked about his job. Donovan now is owner of DETOURS Native America.

OVERVIEW

Aianta is the only national organization that advocates on behalf of the hospitality and tourism industry within Indian Country. Aianta 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 entities that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

The awards will be presented during AIANTA's Seventh Annual *Enough Good People* Awards Gala and Silent Auction. The event will be held at the 20th Annual American Indian Tourism Conference (AITC) in Albuquerque, New Mexico at the Isleta Resort and Casino on Wednesday, September 19, 2018 at 7:00p.m. Industry/Tribal Leaders and 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 nominations will be accepted by anyone in the industry and must be an AIANTA member in good standing to be nominated. In addition, AIANTA will recognize individuals with *Enough Good People* Awards for those who have made a significant impact on tribal tourism and helped AIANTA achieve its mission.

The proceeds raised from the silent auction benefit the AIANTA Scholarship Program. The Scholarship program awards 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, arts & crafts 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 2017-2018 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, traditional storytelling, 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 be 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 (can be nominated by anyone in the industry, but nominee must be an AIANTA member to be considered)

Contact Person: _____

Organization: _____

Full Address: _____

Phone: _____

Email: _____

DEADLINE

Submit nomination form and digital documentation by 5:00 p.m. on **July 15, 2018** to sbowman@aianta.org or mail to:

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

**Tables Sponsorship Available for this Event at \$1,000 for a Table of Eight.
Proceeds Benefit the AIANTA Scholarship Program for Native Students Pursuing
A Degree in Hospitality and Tourism, Recreation, Culinary Arts, and Related Fields.
Please Call or Email for Additional Information**

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 include a video presentation of your nominee. Please join us at the 20th Annual American Indian Tourism Conference at Isleta Resort Casino, Albuquerque, New Mexico

2019 Conference Site – Hard Rock Casino Hotel Tulsa, Tulsa, OK

AIANTA Destination Award Recipients

Tribal Destination of the Year

2017-2018: Talking Stick Resort

2016-2017: Icy Strait Point, Huna Totem Corporation

2015-2016: Acoma Sky City Cultural Center & Haak'u Museum

2014-2015: Chickasaw Country of Oklahoma

2013-2014: Indian Pueblo Cultural Center

2012-2013: Cherokee Nation Cultural Tourism

Honorable Mention for Best Tribal Destination: Pyramid Lake Paiute Tribe

Best Cultural Heritage Experience

2017-2018: Stewart Father's Day Powwow

2016-2017: Puye Cliffs Pueblo of Santa Clara

2015-2016: Alaskan Dream Cruises

2014-2015: Alaska Native Voices, Huna Totem Alaska Corporation

2013-2014: The POEH Center, Pojoaque Pueblo & Standing Rock Tribal Tourism

2012-2013: Chickasaw Cultural Center

Honorable Mention for Best Cultural Experience: Arizona Indian Festival

Excellence in Customer Service

2017-2018: Donovan Hanley, Navajo Nation Hospitality

2016-2017: Tina White Geese, Hilton Buffalo Thunder

2015-2016: Grand Canyon Skywalk (Monica Sedillo, Elroy Havaton, Rory Majenty)

2014-2015: CIRI Alaska Tourism Corporation

2012-2013: Dawn Melvin, Arizona Department of Tourism