



THE HIGHEST ACHIEVEMENT IN THE  
NORTH ALABAMA TOURISM INDUSTRY

# PEAK AWARDS

**NORTH  
ALABAMA™**  
ALABAMA MOUNTAIN LAKES  
TOURIST ASSOCIATION

## NOMINATION FORM

**Deadline for entry into the 2023 Alabama Mountain Lakes PEAK Awards is Friday, August 4, 2023.**

There will be nine awards presented at the AMLA Annual Meeting on September 21, 2023, at Lake Guntersville State Park.

### 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. (2022 recipient was Marshall County Tourism and Sports.)

• **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. (2022 recipient was Lexington Truck and Tractor Pull.)

• **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. (2022 recipient was Huntsville's Orion Amphitheater.)

• **"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. (2022 recipient was Tusculumbia Mayor Kerry "Bubba" Underwood.)

• **CHAIRMAN'S CUP**

Given annually to a travel writer or media person who has demonstrated long-standing support of AMLA, the region and its tourism activities. (2022 recipient was Carrie Banks, Communications Director for the Alabama League of Municipalities.)

• **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. (2022 recipient was Jabria Finch, Assistant General Manager of the Double Tree Suites, Huntsville South Hotel.)

• **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. (2022 recipient was Blake Williams, Blake Williams Communications, Athens.)

• **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. (2022 recipient was Scottsboro Three Arts Club.)

• **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. (2022 recipient was Pam Williams, Huntsville/Madison County Convention and Visitors Bureau Sales Manager.)

**DEADLINE:** All entries must be received by August 4, 2023.

**MAIL OR EMAIL NOMINATION FORMS TO:**

Tourism Awards Committee  
Alabama Mountain Lakes Tourist Association  
P.O. Box 2537, Decatur, AL 35602  
Email: [Angie@northalabama.org](mailto:Angie@northalabama.org)

### 2023 PEAK AWARDS NOMINATION FORM -- DEADLINE IS FRIDAY, AUGUST 4, 2023

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.