



Binational Star Awards 2007

Call for Nominations:

The Binational Tourism Alliance is pleased to present the 2007 Binational Star Awards at the 3rd Annual Binational Tourism Summit on Opening Night April 3, 2008 at the Adam's Mark Hotel in downtown Buffalo.

Nomination and Selection Process:

There are four categories for nominations:

- 1) **Political Leader**
- 2) **Private Sector Business**
- 3) **Not-for-Profit Sector Business (Cultural, Academic, Economic, Social, Community or Membership-Based)**
- 4) **Frontline/Volunteer Service Provider**

Other than the political leader, the nominees must be current Binational Tourism Alliance members. A complete listing of current members is available on the BTA website www.btapartners.com.

Nomination Criterion:

Nominees are individuals, businesses or organizations who demonstrate binational (U.S./Canadian) leadership, partnership, understanding and practices in one or more of the following areas:

- 1) **Participation in the creation, development, collaboration or delivery of binational products, services, programs, projects or events**
- 2) **Involvement in binational committees dealing with tourism, trade, economic, cultural, academic or social issues and enhanced/improved policies related to same**
- 3) **Regular communication, marketing or promotion of binational information, events, issues, and policies in an effort to reinforce the importance of U.S./Canada relationships**
- 4) **In an effort to develop stronger ties and better working relationships between U.S. and Canadian partners that will benefit their industry sector and communities**
- 5) **In one or more Northern cross-border regions**
- 6) **In a business, community, social, academic, political or personal context**

Each nomination must be submitted by a current member of the Binational Tourism Alliance, by completing the form that follows. Members can submit nominations for their own business/organization, as well as frontline/volunteer service provider from their operation.

Nominations can be completed manually or online and must be received by the Binational Tourism Alliance by February 15, 2008.

If completing manually, please return via fax or mail as follows:

ATTENTION: Helga Honey

**CDN Office: 5400 Robinson St.
2nd Floor
Niagara Falls, Ont L2G 2A6**

**U.S. Office: 70 West Chippewa St.
Suite 607
Buffalo, N.Y. 14202**

Fax: 905.354.5200

Fax: 716.849.5836

All telephone inquiries should be directed to 888.849.5834 in Buffalo.

A committee approved by the Binational Tourism Alliance Board of Directors will oversee the process, review the nominations and select the winners.

The Political Winner and three finalists from each of the other categories will be advised by February 29, 2008, and invited to attend the April 3 Opening of the 2008 Binational Tourism Summit at the Adam's Mark Hotel in Buffalo, New York, where the winners will be announced and presented with their trophies.

