



PRESS RELEASE

For Immediate Release

Monday, March 14, 2022

(Gaylord) The Gaylord Area Tourism Bureau is currently accepting nominations for their annual Trailblazer Award. This award was created to recognize an individual or group who has made a significant contribution to improve the local tourism product within Gaylord/Otsego County and the surrounding area. This award is intended not only to commend the recipient(s) for their contribution, but also further raise awareness of the many tourism-related enhancements taking place around us each day.

“We have a strong belief that if your community is a place people are excited to live in, then it is also a place people will be excited to visit,” Paul Beachnau, Executive Director of the Gaylord Area Convention & Tourism Bureau, explained. “It’s important to acknowledge the many ways local citizens enrich and improve our community for everyone to enjoy.”

Anyone in the Gaylord area is encouraged to nominate an individual or group for the Trailblazer Award by filling out an online form at <https://www.gaylordmichigan.net/trailblazer-award/> or contacting Paul Beachnau at 989-732-4000 or paul@gaylordmichigan.net by Wednesday, April 6th. The award is open to an individual or group that has contributed substantially to the growth, improvement or engagement of the tourism industry within Otsego County and the surrounding area and is not a member of the Tourism Bureau Board of Directors.

Past recipients include: 2020 – Scott & Janice Lampert – Sojourn Lakeside Resort, Sugar Bowl historic building, Fairfield Inn; 2020 – Justin Hacker – Gaylord Disc Golf Course; 2019 – Gary Kosch – Alpine Tavern & Otsego Grand Event Center; 2019 – Jerry Beattie – Sled Shed & Gaylord Area Snowmobile Trails Council.

Final selection will be made by the Tourism Bureau Board of Directors. Recipients will be notified ahead of time, but formally announced at the State of the Tourism Industry Luncheon held during National Travel & Tourism Week on Wednesday, May 4th. Questions regarding the luncheon can be directed to Christy Walcott at 989-732-4000 or christy@gaylordmichigan.net.

Photo L-R: 2020 Recipients and Tourism Bureau Board members: Heather Rasmussen, Eileen Tussey, Scott Lampert, Janice Lampert, Justin Hacker, Paul Beachnau, Barry Owens.

** For more information, please contact Christy Walcott at 989-732-4000 **