

The Wiley Oakley Tourism Award

Deadline for Nomination: August 10, 2010

The Wiley Oakley Tourism Award is Sponsored by Miles Media and given by the Tennessee Association of Convention and Visitors Bureaus (TACVB) at the annual Tennessee Governor's Conference.

Background of Wiley Oakley:

The Wiley Oakley Tourism Award is named for Mr. Wiley Oakley who is considered to be one of the first advocates for tourism and hospitality in Tennessee. Born in 1885 at the base of Mount LeConte in Sevier County Tennessee in the Great Smoky Mountains, Wiley Oakley was known as the "Roamin' Man of the Mountains." He has been described as a simple, hard-working and good-natured person who loved the Smoky Mountains and Tennessee and showed his passion for sharing the beauty of the area with visitors until his death in 1954. He was also a storyteller, artist and yodeler. He performed with a mountain string band and owned a shop in downtown Gatlinburg. But Oakley was best known as a naturalist, down-to-earth philosopher and guide. Oakley guided the founders and surveyors of the Great Smoky Mountain National Park and took Henry Ford, Ernie Pyle, hunters, fishermen and ladies groups on tours of the area. Sometimes the man who had a fourth grade education traveled to Chicago and New York to tell others about the mountains and the state of Tennessee that he loved, and he became a symbol for visitors to the area.

Wiley Oakley said it very simply, "Roamin' the Smokies and soakin' up nature ain't work for me – them things are just my life and happiness."

It is with this spirit of sharing Tennessee with visitors that the person selected to receive the Wiley Oakley Tourism Award from the TACVB will be driven by the same purposes that drove Wiley Oakley – their role in Tennessee tourism is not seen as work, "just my life and happiness."

Nomination Criteria and Process:

Please present a written narrative of no more than four pages of the person you are nominating and describe the following:

1. Nominee must demonstrate and share the passion founded by Wiley Oakley to share the beauty of Tennessee, a region, county or area in a for-profit or not-for-profit organization.
2. Nominees must be engaged in activities and/or initiatives that advance and promote Tennessee's unique beauty, tourism area and natural resources, and enhance the spirit of hospitality shared by tourism professionals across the state.

3. Nominee must be recognized by peers of tourism professionals in Tennessee to be an outstanding ambassador for Tennessee as a whole or any geographic location within the state.

Nomination Submission:

Send nominations of individuals to:

Sheila Leggett
Executive Director
TACVB
P.O. Box 60128
Nashville, TN.

You may also email nomination to Sheila Leggett at Sheila@associationpartners.com or tacvb@associationpartners.com

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Judging Process:

A select committee of five judges will be utilized in the selection process. Three will be selected by the President of the TACVB as well as one from Miles Media and one from the University of Tennessee. These judges will review the nominees for the Wiley Oakley Tourism Award and make the final selection.