

Will Medina Spirit Awards Nomination Form : Entry # 17037**Your name (as the person submitting the nomination)**

Katie Black

Your email addressKATIEFRANCESBLACK@GMAIL.COM**Your phone number**

7016800313

The nominee's name

Ashley Morris

The nominee's business or organization

Alpaca Your Bags Travel and The Playbook

For which award are you nominating this person?

- The Community Over Competition Award
- The Charity/Philanthropy Award
- The Pioneer Award

Please explain why this person should be recognized for this honor. Share specific examples of the nominee's work and the impact on fellow advisors and the travel industry and the public at large. The more information you can share, the clearer picture the judges will have of your nominee's qualifications to be selected!

Ashley has been a huge part of why I not only started selling Destination Weddings, but also why I became more confident doing so.

I joined The Playbook last year—honestly, just to be part of their amazing community—and the information provided by both Ashley and Mario has been invaluable.

I first met Ashley in 2022 at The Fives Beach during a Mexico FamTrip, and hearing her speak while being such a genuine, down-to-earth person was a major confidence boost. We clicked instantly, and she's always been willing to answer questions and, more importantly, explain the "why" behind her approach.

Ashley and Mario have done an incredible job carrying on Will's legacy through The Playbook. I finally had the chance to meet Mario this past May at the Playbook Retreat, and seeing firsthand the level of effort, time, and passion they both pour into everything was inspiring. Witnessing a live destination wedding and experiencing it from both the guest and couple perspectives was eye-opening.

Ashley is a strong supporter of Te Amo and other like-minded organizations, and she continues to embody the kind of generosity, professionalism, and mentorship all agents should aspire to. She doesn't just teach you how to succeed—she helps you believe you can.

Notes



Admin Notification (ID: 66fabfb0db24f)

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