

Will Medina Spirit Awards Nomination Form : Entry # 17484**Your name (as the person submitting the nomination)**

Lori Gold

Your email addresslori@exploremoremexico.com**Your phone number**

6473397339

The nominee's name

Mary Beth Lynn

The nominee's business or organization

Assistants That Work

The nominee's email addressmarybeth@assistantsthatwork.com**The nominee's phone number**

+1 (913) 390-3516

For which award are you nominating this person?

- The Community Over Competition 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!

Mary Beth has a heart of gold. She is an exceptional example of what it looks like to genuinely mentor, encourage, and lift up fellow travel advisors. Through Assistants That Work, she has created a clear, actionable program that solves one of the biggest pain points in this industry: helping advisors confidently hire, train, and retain support so they can grow sustainable businesses and reclaim their time. Beyond her paid program, Mary Beth runs a highly active free community where she shows up daily, sharing knowledge, answering questions, offering encouragement, and normalizing the challenges of scaling a travel business. Advisors consistently credit her with giving them the confidence, structure, and mindset shift needed to move from overwhelmed agents to business owners with support. Through her education, communication, and hands-on presence, Mary Beth empowers advisors to build the lives they want while continuing to love the work they do.

Notes**Admin Notification (ID: 66fabfb0db24f)**

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