



GEORGIA HOTEL
& LODGING ASSOCIATION

STARS

OF THE LODGING INDUSTRY

AWARDS

Georgia's recognition program for lodging employees and properties.

*All nominees will be recognized and winners will be honored
at GHLA's Stars of the Lodging Industry Awards Ceremony.*

NOMINATION DEADLINE
DECEMBER 9, 2009



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The **Stars of the Lodging Industry Awards** program was created more than 40 years ago by the American Hotel & Lodging Association to recognize outstanding accomplishments in the lodging industry. The **Georgia Hotel & Lodging Association** is pleased to host our own local “Stars” program to **recognize the very best in our industry right here in Georgia!**

Georgia’s Stars of the Lodging Industry Awards program will **honor those lodging employees and properties** that best symbolize the quality service of the industry. This is your opportunity to recognize those employees who go the extra mile for your guests, your property, and your community!

**DEADLINE FOR RECEIPT OF ALL ENTRIES
AT GHLA IS DECEMBER 9, 2009.**

To be nominated for one of these awards is, in itself, an honor. **All nominees will be recognized at GHLA’s Stars of the Lodging Industry Awards Ceremony in the first quarter of 2010 — where a special tribute will be paid to the winners in each category. Plus, all winners will be automatically submitted to the AH&LA “Stars” program for the potential of earning national notoriety!**

HELPFUL INFORMATION TO ASSIST IN PREPARING YOUR NOMINATIONS

The following suggestions will assist in preparing your nominations for GHLA's Stars of the Lodging Industry Awards program. **You may also review the Helpful Suggestions located on page 7 of this document.**

- ☆ Meet with key managers to determine which award categories your property should enter. Tap into this program as a means of recognizing top employees for the work they've done. Note: Most members enter every category!
- ☆ Enlist the help of key managers in the areas of Human Resources or Sales/Marketing to gather information and help prepare your nominations. These personnel can be particularly helpful in gathering support materials such as letters, news clippings, etc. to coincide with your written nomination.
- ☆ Prepare your nomination in an easy-to-judge format. We prefer that you submit your nominations in folders or binders with loose pages in the following order: 1) Award Nomination Form; 2) Written nomination; and 3) Support materials and documents. **Note: You must submit four complete copies for each award nominee.**
- ☆ When writing your nomination, be sure to identify specific events/incidents that best describe your nominee's exceptional service including years of service in the industry, your property, and in the current position. You may include comments from hotel management. List specific examples of extraordinary service. Include copies of all certifications or awards earned for: professional development, community service, or education. You may include letters of recommendation from current or past peers — or excerpts from peer reviews.

All submitted materials become property of GHLA and will not be returned.

Deadline for receipt of entries at GHLA is December 9, 2009. No extensions will be granted.

ENTRY GUIDELINES

WHO CAN ENTER?

The Stars of the Lodging Industry Awards competition is open to all GHLA member properties and employees. All entrants must be in good standing with GHLA. GHLA member properties can nominate one employee per Employee Award category and may enter their property once in *each* of the six Property Award categories.

WHAT DOES IT COST TO ENTER?

There is no charge to enter.

HOW DO I ENTER?

Complete one Official Award Entry Form — included in this brochure — and submit it along with a written nomination and any relevant supporting materials and documentation. (Complete one entry form per nomination. Make a copy of the form as needed, as you must submit a separate form for each category you enter.)

WHAT DO NOMINEES AND WINNERS RECEIVE?

All nominees will be recognized at GHLA's Stars of the Lodging Industry Awards Ceremony. Winning individuals and properties will be brought on stage and presented commemorative awards during the ceremony. All winners will be announced in GHLA publications — and those eligible for AH&LA awards will automatically be submitted to the AH&LA Stars of the Lodging Industry competition.

WHERE DO I SEND MY ENTRY?

All entries must be received by GHLA no later than **5 p.m. December 9, 2009.**

Send your entries to:

GHLA

**Stars of the Lodging Industry Awards Program
c/o Denise Holland
2674 Corinault Way
Acworth, GA 30101**

If you have any questions, contact Denise Holland at GHLA at (404) 667-4077.

GHLA EMPLOYEE AWARDS

[Individual Employees Only]

Employee awards are judged in three categories:

- 1) small properties (100 rooms or less)
- 2) medium-sized properties (101 to 300 rooms), and
- 3) large properties (301 rooms or more).

GHLA member properties may nominate one person per category below. Be sure to check **one category** and **one property size** when completing your entry form. (All winners will be considered for the AH&LA Lodging Employee of the Year Award.) **ALL EMPLOYEE NOMINATIONS SHOULD INCLUDE: 1) Years of service in the industry; 2) Years of service in your property; and 3) Years of service in their current position.**

NON-MANAGEMENT EMPLOYEE AWARDS

These awards give GHLA member properties the chance to recognize non-management employees who go above and beyond normal job responsibilities and demonstrate tremendous professionalism. Nominees are judged on outstanding and unusual service to the property, to the guests, and to the community.

Outstanding Administrative Employee of the Year.

Nominees in this category must work in a clerical/secretarial capacity. This includes: administrative assistants in Sales, Catering, Convention Services, Human Resources, Engineering, Rooms, Food and Beverage, Purchasing, receptionists, etc.

Outstanding Support Department Employee of the Year.

Nominees in this category must work in a capacity that is non-management AND non-clerical for a support department. This includes non-clerical employees in: Accounting, AV, Engineering, Food and Beverage (i.e., conference coordinator), Human Resources, MIS, Purchasing (i.e., receiving, storeroom/beverage clerks), Sales, Store Room/Warehousing, etc.

Outstanding Food and Beverage Employee of the Year [Sponsored by SYSCO Food Services of Atlanta]

Nominees in this category are either associated with or prepare and serve food and beverage. This includes: hostpersons, cashiers, order takers, food checkers, servers, buspersons, bar porters/tenders, dishwashers, stewards, room service, etc.

Outstanding Guest Services Employee of the Year.

Nominees in this category provide guest services in areas such as: front office, mail and information, reservations, security, concierges, communications, health club facilities, business center, bellstands, doorman, valet, courtesy van, etc.

Outstanding Roomkeeper of the Year Nominees in this category work in the housekeeping or laundry departments. This includes: room attendants, floor supervisors, housepersons, night cleaners, shampoo persons, laundry persons, linen room attendants, chute attendants, sewing attendants, etc.

MANAGEMENT EMPLOYEE AWARDS

Outstanding General Manager of the Year. This award honors a hotelier who has demonstrated superior professionalism in operating a GHLA member property and taken a leadership role in the industry by actively participating in Association, community, or industry programs. Nominees will be judged on their professionalism and service to their property, employees, guests, community, and their industry.

Outstanding Manager of the Year This award recognizes exceptional performance by a supervisory employee to their subordinates, to guests, and to the community. Those eligible for nomination include any management level employee who has responsibility for a division, department, or function (e.g., food and beverage managers, front desk managers, comptroller, sales and marketing managers, human resources managers, executive housekeeper, etc.)

STEVAN PORTER EMERGING HOSPITALITY LEADER OF THE YEAR AWARDS

This award honors an exemplary hotel employee **under age 30** who has demonstrated superior professional dedication, leadership, and a fresh perspective to their job. This individual should: 1) illustrate “out of the box” thinking in their professional and personal life: demonstrate dedication to the industry by participating in Association, community, or industry programs; and 3) be actively involved in community service in either the local or national arena. This award category has been organized to honor the accomplishments of Stevan Porter, former president of the Americas for the InterContinental Hotels Group, and recognize the same level of enthusiasm and dedication in young lodging employees.

GHLA LODGING PROPERTY ACHIEVEMENT AWARDS

[GHLA Member Properties Only]

Property awards are judged in two categories:

- 1) small properties (150 rooms or less) and
- 2) large properties (151 rooms or more).

GHLA member properties may nominate one property per category below. Be sure to check **one category** and **one property size** when completing your entry form.

COMMUNITY SERVICE

The Community Service awards are given for programs that demonstrate that the individual property is responsive to the local community and its residents. Examples include campaigns to benefit local or national service organizations or charities, service to any part of the community through a special project, and joint undertakings with community groups for the benefit of the area.

GOOD EARTHKEEPING

The Good Earthkeeping awards recognize lodging properties that have developed a culture toward integrating environmental management practices that improve everyday operations and the bottom line, while maintaining quality service and meeting guest expectations. The program must demonstrate success in one or more of the following areas: energy conservation (for example, participation in the Environmental Protection Agency's Energy Star program), solid waste reduction, effluents and emissions, water conservation, purchasing, and business issues (e.g., guest demands, community issues, land use and development, training, and policy).

GUEST RELATIONS

The Guest Relations awards are given for programs that develop a climate conducive to new or repeat business, create goodwill among guests, provide special services, reverse negative public relations situations, or effectively solve guest complaints.

SPECIAL EVENT — ONE-TIME ONLY

These awards recognize programs or campaigns that demonstrate a creative approach to scheduled events, anniversaries, charity events, holidays, or special publicity events. These awards are for events that are held one-time only. **(Award submissions should include metrics such as budget.)**

SPECIAL EVENT — ONGOING SPECIAL EVENTS

These awards recognize programs or campaigns that demonstrate a creative approach to scheduled events, anniversaries, charity events, holidays, or special publicity events. These awards are for on-going events. **(Award submissions should include metrics such as budget.)**

TECHNOLOGY INNOVATION OF THE YEAR

This new award recognizes a property that has used advances in technology to optimize its performance.

Note: Suppliers are also eligible and should use specific property-level case studies to illustrate the technology's success. Entries will be judged by the AH&LA Technology Committee.

IMPORTANT NOTE: Two lodging properties are selected as winners in each Property Achievement Award category. Special consideration will be given to programs produced "in-house" (e.g., without the use of a public relations or advertising agency). **It is important to include metrics with each nomination where appropriate.** Each GHLA winner will be submitted to the AH&LA competition in the appropriate category.

GHLA STARS OF THE LODGING INDUSTRY OFFICIAL AWARD ENTRY FORM

Step 1: Check one award and one category below. **You may only submit one nomination per award — but you may submit nominations for as many awards as you like.** You must use a separate nomination form for each nomination. (You may copy this form as needed.)

Step 2: Fill out the remainder of this form completely.

Step 3: For each nomination, include a separate written nomination, any supporting documentation, and a disk with digital photos.

Step 4: Send your complete entry to GHLA by 5 p.m. December 9. Incomplete entries will be disqualified. **There is no cost to enter.**

PROPERTY AWARDS

AWARD [CHECK ONE ONLY]

- Community Service
- Good Earthkeeping
- Guest Relations
- Special Event - One-Time Only
- Special Event - Ongoing
- Technology Innovation of the Year

PROPERTY SIZE [CHECK ONE ONLY]

- Small Property (150 rooms or less)
- Large Property (151 rooms or more)

Submit nominations for as many awards as you like, but only one nomination per award.

EMPLOYEE AWARDS

AWARD [CHECK ONE ONLY]

- Outstanding Administrative Employee of the Year
- Outstanding Support Department Employee of the Year
- Outstanding Food and Beverage Employee of the Year
- Outstanding Guest Services Employee of the Year
- Outstanding Roomkeeper of the Year
- Outstanding Manager of the Year
- Outstanding General Manager of the Year
- Stevan Porter Emerging Hospitality Leader of the Year

PROPERTY SIZE [CHECK ONE ONLY]

- Small Property (100 rooms or less)
- Medium Property (101–300 rooms)
- Large Property (301 rooms or more)

NOMINEE INFORMATION

NOMINEE NAME

TITLE

PROPERTY / COMPANY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

CONTACT PERSON'S INFORMATION

NAME

TITLE

PROPERTY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

ENTRY CHECKLIST

Complete this checklist to help you successfully submit your nomination(s).

- We are a GHLA member in good standing. **If not, you may join by calling GHLA at (404) 771-2995.**
- All work has been completed in the last 12 months.
- I have checked the appropriate award category and property size on each of my entry forms.
- Each EMPLOYEE AWARD NOMINATION, includes a Written Nomination.** Explain in up to four double-spaced pages why your nominee should be honored. Include specific examples such as undertaking special services, showing exceptional leadership, performing heroic deeds, providing service to guests above the normal job duties, etc.
- Each PROPERTY AWARD NOMINATION, includes a Written Nomination.** Provide in up to four double-spaced pages a full description of the program or activity, including goals, implementation, budget, and results. (Consideration is given to programs produced in-house.)
- I have provided FOUR COMPLETE COPIES of each nomination, including:**
 - The GHLA Official Entry Form;
 - The separate written nomination for each award nominee; and
 - Related support materials, such as letters of commendation, guest comment cards, news clippings, news releases, photos, etc. I have *not* included video or audio info.

We suggest you provide all materials in an organized, easy-to-judge format — preferably in an 8.5" x 11" loose-leaf notebook containing the following materials in this order: 1) entry form; 2) written nomination; and 3) supporting materials.

- I have submitted one CD that contains up to five digital photos (no prints or slides) for EACH nomination.** These may be shown during GHLA's awards ceremony. **NOTE:** Submit ONE CD with images for ALL of your nominations. Label each photo file appropriately so it easily identifiable.

**Deadline for entry:
5 p.m. December 9, 2009.
No extensions will be granted.**

Send entries to:
**GHLA Stars Program
c/o Denise Holland
2674 Corinault Way
Acworth, GA 30101**

All entry materials become property of GHLA and will not be returned.

HELPFUL SUGGESTIONS TO ASSIST YOU IN PREPARING YOUR NOMINATION

Take this opportunity to recognize those star employees who go the extra mile to service your guests and to support the success of your property. Following is a list of the award categories for which you may wish to nominate one of your employees — as well as a list of suggestions to help you prepare your nomination.

GHILA member properties may nominate one individual per category below. Be sure to check **one category** and **one property size** when completing your entry form.

NON-MANAGEMENT EMPLOYEE AWARDS

- **Outstanding Administrative Employee of the Year**
- **Outstanding Support Department Employee of the Year**
- **Outstanding Food and Beverage Employee of the Year**
- **Outstanding Guest Services Employee of the Year**
- **Outstanding Roomkeeper of the Year**

MANAGEMENT EMPLOYEE AWARDS

- **Outstanding General Manager of the Year.**
- **Outstanding Manager of the Year**

STEVAN PORTER EMERGING HOSPITALITY LEADER OF THE YEAR AWARD

- **Stevan Porter Emerging Hospitality Leader Awards** honor an exemplary hotel employee under age 30

PROPERTY AWARDS

- **Community Service**
- **Good Earthkeeping**
- **Guest Relations**
- **Special Event - One-Time Only**
- **Special Event - Ongoing**
- **Technology Innovation of the Year**

Submit nominations for as many awards as you like, but only one nomination per award.

When preparing your nomination, consider the following questions. Answering each of these questions is NOT a requirement — but may help you to appropriately identify the “star-like” characteristics of your nominees AND strengthen your nomination!

- **Include the Basics:** Provide “resume-type” information such as number of years employed in the industry, at your property, and in the current position. List previous positions held. Include major responsibilities.
- **Include Metrics (for employee & property):** Include goal information, time frame, dollar figures (financials), percentages & ratios to tell about the person’s or property’s success. ***This is particularly important for property nominations.***
- **Include Letters of Support:** Provide SIGNED letters of support/nomination from managers and co-workers.
- **Include Printed Photos:** In addition to the CD of digital images you provide, include at least one printed photo.
- **Work Ethic:** In what way does this employee demonstrate a positive work ethic? Does his/her efforts cause their co-workers to work more diligently?
- **Value to the Employer and Special Skills:** Describe how this person has helped the employer to improve a product or service, save money, increase productivity, or is important to the organization in some other way. List any special skills that make him or her valuable.
- **Role Model (Well-Being of Others):** Describe any ways this employee has made a special contribution to the well-being of others at work, or any way this person serves as a role model at work or in the community.
- **Barriers and Challenges:** If this person has overcome any barriers or challenges to be where he or she is today, please describe them.
- **Tell About Life Outside Work:** Include information about the employee’s hobbies, interests, or involvement/achievement outside work.