



2019 CALL FOR ENTRIES



NOMINATIONS DUE DECEMBER 4, 2019



*Earn Much-Deserved Recognition
for Your Employees & Property!*

STARS OF THE LODGING INDUSTRY



PAY TRIBUTE TO YOUR STAR PERFORMERS

GHLA's Stars of the Lodging Industry Awards program was created nearly 50 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 honor lodging industry associates and properties that embody quality service and the spirit of hospitality right here in Georgia! This is your opportunity to recognize those employees who go the extra mile for your guests, your property, and your community!

GHLA member properties are eligible to submit one nomination in EACH of our **10 Employee Categories** and in EACH of our **4 Property Categories**. All nominations are evaluated based on property size. Therefore this program is perfect for properties with 10 rooms or with 1,600 rooms!

To be nominated for one of these awards is, in itself, an honor. **All employee nominees will be recognized at GHLA's Stars of the Lodging Industry Celebration during the first quarter of 2020 — where a special tribute will be paid to the winners in each category.** Last year, more than 750 joined us for this Celebration that is now recognized as one of the leading industry recognition programs in the nation! Don't miss this opportunity to reward your star performers for their hard work and dedication that has supported your property's success!

NOMINATION DEADLINE

DECEMBER 4, 2019

To enter, you must download a PDF of the nomination entry forms online at **WWW.GHLA.NET/STARS**

GHLA LODGING PROPERTY ACHIEVEMENT AWARDS

[GHLA Member Properties Only]



Property nominations are evaluated in three divisions:

- 1) Division 1 (200 rooms or less)
- 2) Division 2 (201 to 399 rooms)
- 3) Division 3 (400 rooms or more)

COMMUNITY SERVICE

[Sponsored by Gas South]

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.

GUEST RELATIONS PROGRAMS / INITIATIVES

[Sponsored by Postec]

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

[Sponsored by PSAV]

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.

SPECIAL EVENT — ONGOING SPECIAL EVENTS

[Sponsored by PSAV]

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.

Preparing Your Nomination

Log on to www.ghla.net/stars to download the Stars Property Nomination Form. Open this PDF form and complete it using Acrobat Reader. Once completed, select “Save As” to save a copy of the form appropriately named to be printed and submitted. Repeat this process for each nomination.

Be sure your nomination provides a full description of the program or activity including goals, implementation, and results. It is helpful to include budget and metrics. You may submit up to three additional pages as supporting documentation (i.e., photos, guest comment cards / letters, news releases, newsletters, news clippings, etc.) for the judges’ consideration.

Note: Award nominations should reflect programs or initiatives undertaken in the last 12 months. Previous award-winning entries are not eligible for three years.

GHLA LODGING EMPLOYEE AWARDS

[Individual Employees Only]



Preparing Your Nomination

Log on to www.ghla.net/stars to download the Stars Employee Nomination Form. Open this PDF form and complete it using Acrobat Reader. Once completed, select "Save As" to save a copy of the form appropriately named to be printed and submitted. Repeat this process for each nomination.

Provide concrete examples that demonstrate your nominee excels in hospitality. You may submit up to three additional pages as supporting documentation (i.e., guest comment cards / letters) for the judges' consideration.

Note: Award nominations should reflect work and performance within the last 12 months. Previous award winners are not eligible for three years.

Employee nominations are evaluated in three divisions:

- 1) Division 1 (200 rooms or less)
- 2) Division 2 (201 to 399 rooms)
- 3) Division 3 (400 rooms or more)

OUTSTANDING ADMINISTRATIVE EMPLOYEE OF THE YEAR Nominees must work in a clerical/admin 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 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 & Beverage (i.e., conference coordinator), Human Resources, MIS, Purchasing (i.e., receiving, storeroom/beverage clerks), Sales, Store Room/Warehousing, etc.

OUTSTANDING CULINARIAN OF THE YEAR Nominees are directly involved in the preparation of food. This includes: chefs, sous chefs, line cooks, prep cooks, pastry chefs, garde mangers, bouchers, etc.

OUTSTANDING FOOD AND BEVERAGE EMPLOYEE OF THE YEAR Nominees must support the Food and Beverage function of a property (but do not prepare food). This includes: hostpersons, cashiers, order takers, food checkers, servers, buspersons, bar porters/tenders, bar backs, baristas, dishwashers, stewards, room service, etc.

OUTSTANDING GUEST SERVICES EMPLOYEE OF THE YEAR [Sponsored by AAA Parking] Nominees provide guest services in areas such as: reservations, security, bellstands, doorman, valet, courtesy van, communications, health club facilities, business center, mail and information, etc.

NEW CATEGORY!

OUTSTANDING GUEST RECEPTION EMPLOYEE OF THE YEAR Nominees serve as a primary point of contact with guests in areas such as: front desk, guest service agent, night auditor, and concierge.

OUTSTANDING ROOMKEEPER OF THE YEAR [Sponsored by United Services Companies] Nominees 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.

STEVAN PORTER EMERGING LEADER OF THE YEAR

[Sponsored by InterContinental Hotels Group]

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; 2) 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 honors the accomplishments of Stevan Porter, former president of the Americas for the InterContinental Hotels Group, and recognizes the same level of enthusiasm and dedication in young lodging employees.

OUTSTANDING MANAGER OF THE YEAR

[Sponsored by Rolyn Companies] 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 housekeepers, etc.).

OUTSTANDING GENERAL MANAGER OF THE YEAR

[Sponsored by BMS CAT] 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 evaluated on professionalism and service to their property, employees, guests, community, and industry.



NOMINATION RULES & GUIDELINES



WELL-DESERVED RECOGNITION!

All nominees will be recognized at GHLA's Stars of the Lodging Industry Awards Celebration. Winning individuals and properties will be brought on stage and presented commemorative awards during the ceremony. All winners will be announced in GHLA publications.

WHEN IS THE DEADLINE?

December 4, 2019 @ 5 p.m.

ENTRY GUIDELINES

- All entrants must be from GHLA member properties in good standing.
- There is no charge to enter.
- Please read the rules and award descriptions carefully.
- You may submit ONE nomination per award category. Most members submit a nomination into every category.
- All nominations should be for work completed in the last 12 months
- Resubmitted, updated applications for previous "employee" nominees are welcome. Previous winners are not eligible for award consideration in the same category if they have won in the past three years.
- All materials become property of GHLA.
- Please email Denise Holland at d.holland@ghla.net to verify receipt of your nominations.

STEPS TO PREPARE A NOMINATION

- Enlist the help of key managers in the areas of Human Resources or Sales/Marketing to gather information and help prepare your nominations.
- Complete one official entry form for EACH nominee. Entry forms are available online at www.ghla.net/stars.

- Download the appropriate nomination form. Enter the nominee information directly into that form then save it. Do this for each nomination.
- Supporting Documentation: You may include up to THREE PAGES of additional back-up materials to further support a nominee's submission
- Submit **FIVE COMPLETE COPIES** of each nomination. Nominations must be submitted according to the following guidelines. Staple each "copy" with 1) Official Award Entry Form and 2) Support materials. The total nomination will not exceed 7 pages. Video and audio files will not be accepted.
- Include a **FLASH DRIVE** with **QUALITY PHOTOS** for ALL nominees. Photos may be used during GHLA's awards program and need to be high quality. Label each photo file appropriately so it easily identifiable.

WHERE DO I SEND MY ENTRY?

Send your entries to:
GHLA Stars of the Lodging Industry Awards Program
c/o Denise Holland
2674 Corinault Way
Acworth, GA 30101

QUESTIONS OR ASSISTANCE?

Contact Denise Holland at GHLA at (404) 667-4077 or d.holland@ghla.net.

NOMINATION DEADLINE

- **DECEMBER 4, 2019** •

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