

C A L L F O R E N T R I E S



**CALIFORNIA HOTEL & LODGING ASSOCIATION
CALIFORNIA ASSOCIATION OF BED & BREAKFAST INNS**

STARS OF THE INDUSTRY AWARDS

**NOMINATION DEADLINE:
NOVEMBER 6, 2009**



www.calodging.com



STARS OF THE INDUSTRY AWARDS

The Stars of the Industry awards program was created more than 40 years ago by the American Hotel & Lodging Association to recognize outstanding accomplishments in the lodging industry. While the categories have evolved over the years, the concept is still the same – to honor lodging employees and properties that best symbolize the quality service of the industry.

CH&LA and CABBI member properties are eligible to nominate one employee from their staff for Outstanding Lodging Employee, Manager of the Year, and General Manager of the Year. In addition, properties may enter their best public relations programs in five categories of CH&LA's Achievement Awards – Good Earthkeeping, Guest Services, Community Service, Special Events, and Hotels of Promise. You may submit one entry per category.

**DEADLINE FOR RECEIPT OF ALL ENTRIES
AT CH&LA IS NOVEMBER 6, 2009.**

All entrants must be from CH&LA or CABBI member properties in good standing. All submitted materials become the property of CH&LA and will not be returned.

CH&LA/CABBI EMPLOYEE AWARDS

The employee awards are divided into three categories:

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

Be sure to check **one category** and **one property size** when completing your entry form.

The **Outstanding Lodging Employee of the Year** award gives CH&LA and CABBI member lodging properties the chance to recognize a non-management employee (e.g., concierges, housekeepers, etc.) who goes above and beyond normal job responsibilities. Nominees are judged on outstanding and unusual service to the property, to the guests, and to the community.

The **Outstanding Manager of the Year** award recognizes exceptional performance by a supervisory employee (e.g., food & beverage managers, front desk managers, etc.) to their subordinates, to guests, and to the community.

The **Outstanding General Manager of the Year** award honors a hotelier who has demonstrated superior professionalism in operating a CH&LA and CABBI member property and taken a leadership role in the industry by actively participating in association, community, or industry programs.

CH&LA/CABBI EMPLOYEE AWARDS

Explain in up to four double-spaced pages why this nominee should be honored. Examples include undertaking special services, showing outstanding leadership qualities, performing heroic deeds, or consistently adding to the general well-being of guests. Include any material substantiating the award entry, such as photos, letters of commendation, guest comment cards, news clippings, and other support materials for the judges' consideration.

CH&LA/CABBI LODGING PROPERTY ACHIEVEMENT AWARDS

The awards are divided into two categories:

- 1) member properties with 150 rooms or less and
- 2) member properties with 151 rooms or more.

Be sure to check **one category** and **one property size** when completing your entry form.

Two lodging properties are selected as winners in each public relations category. Special consideration will be given to programs produced “in-house” (e.g., without the use of a public relations or advertising agency).

COMMUNITY SERVICE

Community service awards are given for programs that demonstrate to residents that the individual property is responsive to the local community. 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

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.

ONE-TIME ONLY AND ONGOING SPECIAL EVENTS

One-time only and ongoing special events awards are given for programs or campaigns that demonstrate a creative approach to scheduled events, anniversaries, charity events, holidays, or special publicity events.

GOOD EARTHKEEPING

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).

STEVAN PORTER EMERGING HOSPITALITY LEADER OF THE YEAR

Honoring the accomplishments of Stevan Porter, the late president of the Americas for the InterContinental Hotels Group (IHG), this award honors an exemplary lodging employee under age 30 who has demonstrated superior professional dedication, leadership, and a fresh perspective to their job. This individual should illustrate "out of the box" thinking in their professional and personal life, and dedication to the industry by actively participating in association, community, or industry programs.

HOTELS THAT HELP

Special Recognition Award



This CH&LA supported program brings hoteliers, employees, guests, and communities

together by inviting their guests to contribute \$1 per night to a local charity chosen and trusted by the hotel. All of the money raised helps people in the local community. This award recognizes the lodging property which had the highest percentage of guest participation in their HOTELS that HELP program.

CH&LA/CABBI LODGING PROPERTY ACHIEVEMENT AWARDS

Enclose a full description of the program or activity including goals, implementation, and results in no more than four double-spaced pages plus one for budget. Submit any materials that substantiate the award entry, including photos, guest comment cards and letters, news clippings, and other documentation (e.g., company newsletters, news releases, booklets) for the judges' consideration.

On a separate sheet(s) of paper, please describe why this nominee deserves this award. Provide examples and give as much specific information as possible. Printed and other supporting materials should be included.

WHO CAN ENTER?

The Stars of the Industry awards competition is open to all CH&LA and CABBI member properties and employees.

WHAT DOES IT COST TO ENTER?

Entering is free. There is no charge to enter.

WHAT DO WINNERS RECEIVE?

Winners will be notified by November 16, 2009. Winning individuals receive engraved plaques at an awards presentation in conjunction with the CH&LA Annual Meeting at the San Francisco Marriott Union Square on December 1, 2009. The three Outstanding Lodging Employees of the Year receive \$500 toward their airfare and accommodations. All winners will be announced in CH&LA and CABBI publications, by a press release, and on the CH&LA web site.

Winners will automatically be entered in the American Hotel & Lodging Association's national Stars of the Industry Awards program. *Only winning entries from CH&LA and CABBI are eligible for the AH&LA national program.*

WHERE DO I SEND MY ENTRY?

Please send your entry directly to CH&LA postmarked by November 6, 2009.

CH&LA
Stars of the Industry Awards
414 Twenty-Ninth Street
Sacramento, CA 95816-3211

If you have any questions, contact Sue Norton directly at (916) 554-2660 or via e-mail at sue@calodging.com

**Deadline for receipt by CH&LA
is November 6, 2009**



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STARS OF THE INDUSTRY

CH&LA/CABBI EMPLOYEE AWARDS

OFFICIAL ENTRY FORM

Enter online at www.calodging.com

Are you a CH&LA or CABBI member? YES NO

If yes, please read the accompanying awards brochure carefully to determine eligibility for the employee you plan to enter. **Check one box in each section below to indicate the award category you are entering and the size of your property.** Use one form per entry and submit only one entry per category. Please make copies of this form for multiple entries.

1. CATEGORY [CHECK ONE ONLY]

- Outstanding Lodging Employee of the Year
- Outstanding Manager of the Year
- Outstanding General Manager of the Year

2. PROPERTY SIZE [CHECK ONE ONLY]

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

NOMINEE INFORMATION *(Individual Employees Only)*

NOMINEE NAME

TITLE

PROPERTY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

CONTACT PERSON'S INFORMATION

NAME

TITLE

PROPERTY

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

E-MAIL

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**CH&LA/CABBI LODGING PROPERTY
ACHIEVEMENT AWARDS**

OFFICIAL ENTRY FORM

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1. CATEGORY [CHECK ONE ONLY]

- Community Service
- Guest Relations
- Special Events – One-Time Only
- Special Events – Ongoing
- Good Earthkeeping
- Steven Porter Emerging Hospitality Leader of the Year

2. PROPERTY SIZE [CHECK ONE ONLY]

- Individual Property (150 rooms or less)
- Individual Property (151 rooms or more)

PROPERTY INFORMATION

COMPANY/INDIVIDUAL PROPERTY

ADDRESS

CITY STATE ZIP

TELEPHONE FAX

E-MAIL

CONTACT PERSON'S INFORMATION

NAME

TITLE

COMPANY/INDIVIDUAL PROPERTY

ADDRESS

CITY STATE ZIP

TELEPHONE FAX

E-MAIL

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