

# 2013

## LODGING SERVICE AWARDS



CH&LA Lodging Service Awards  
414 Twenty-Ninth Street  
Sacramento, CA 95816-3211

Register online at: [www.calodging.com](http://www.calodging.com)



# CH&LA EDUCATION FOUNDATION LODGING SERVICE AWARDS



**T**he CH&LA Education Foundation has been awarding scholarships to hospitality students for over 15 years. This year, the Foundation is giving back to the membership by launching a program for properties. Member properties compete for the Lodging Service Award that provides the recipient property with American Hotel & Lodging Educational Institute's (AH&LEI) Guest Service Gold program.

Guest Service Gold® is a comprehensive program designed to accomplish the goal of creating guest service-oriented line level employees who know how to engage with their guests to provide memorable guest service.

This award will allow the winning property the opportunity to train and certify their entire line staff. Once all line employees pass the Certified Guest Service Professional exam, the property is then eligible to be recognized as a Certified Guest Service Property.

Five-star service begins with your employees, and service is more important than ever in a tough, tight and competitive market. Excellent guest service is not an expense but an investment. Statistics prove that guests reward exceptional service with loyalty and increased spending.

*All entries must be from CH&LA or CABBI member properties in good standing.*

**DEADLINE FOR RECEIPT BY CH&LA: NOVEMBER 15, 2013**  
**ENTER ONLINE AT: [WWW.CALODGING.COM](http://WWW.CALODGING.COM)**

*"The Guest Service Gold® training has enabled us to go beyond what is normally expected in guest services and offers the skills necessary for our supervisors to succeed. I am personally grateful that we as a company participated in this training."*

John Inman  
Training and Development Manager  
Snoqualmie Casino, Snoqualmie, WA

*"This is an easy investment in our staff and in our property. We want to help our staff advance in their hospitality careers. Offering continuing training and development like Guest Service Gold® is one way to make our staff feel valuable."*

Derek Schmidt  
General Manager  
The Wren, Vail, CO

*"The Guest Service Gold® training program delivers a consistent guest service message and is something that any business can implement... not just hotels."*

Louis Robbins  
Managing Director  
Nickelodeon Suites Resort, Orlando, FL

Explain in four pages or less, double-spaced, why your property is the best candidate for this award. Please describe what you are already doing to provide excellent customer service, and how this will benefit your property and staff.

### WHO CAN ENTER?

The Lodging Service Awards competition is open to CH&LA & CABBI member properties interested in receiving AH&LEI's Guest Service Gold program which focuses on delivering exceptional guest service. Entering is free.

### WHAT DO WINNERS RECEIVE?

Award recipients will receive AH&LEI's Guest Service Gold training program for the number of employees specified. The training program includes DVD, pre-shift lesson plans, trainer's guide and participant workbooks. Once all line employees pass the Certified Guest Service Professional exam, the property will be recognized as a Certified Guest Service Property, and will receive a certification plaque to display prominently for guests to recognize this commitment to providing exceptional guest service. Additionally, the property can use the Guest Service Gold logo on its website, in promotions, and for marketing purposes.

Winning properties will be notified by December 16, 2013, and will be recognized at either the Northern or Southern California Hotel & Lodging Conference in 2014. All winners will be announced in CH&LA and CABBI publications, by press release(s) and on the CH&LA website. Additional promotion will be generated by the AH&LEI, including a national press release and recognition in marketing and promotional efforts.

### WHERE DO I SEND MY ENTRY?

Please send your entry directly to CH&LA postmarked by **November 15, 2013**.

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**Sacramento, CA 95816-3211**

If you have any questions, contact Susan Ragatz, CH&LA's Education Director, directly at 916-554-2678 or via email at [susan@calodging.com](mailto:susan@calodging.com).

# CH&LA EDUCATION FOUNDATION LODGING SERVICE AWARDS

## OFFICIAL ENTRY FORM

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

### 1. NUMBER OF EMPLOYEES

Please indicate the number of employees who have direct guest contact: \_\_\_\_\_

### 2. PROPERTY SIZE [CHECK ONE ONLY]

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

### PROPERTY INFORMATION

PROPERTY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

### CONTACT PERSON'S INFORMATION

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

PROPERTY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

