

2018 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2017 through September 30, 2018.**

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Association Staff Size 2

Associations Annual Budget (not including AH&LA dues): Over \$500,000 Under \$500,000

Entry Category: Education and Workforce Development Events and Fundraising
 Government Affairs Member Programs Public Relations Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 3, 2018



Nevada Hotel and Lodging Association Women in Lodging Mentor Program

General Information

We implemented NHLA Women in Lodging in 2014 with just a small council of female NHLA leaders and a few members. We now have over 200 WIL members statewide.

NHLA Women in Lodging is the premier state-wide industry organization exclusively for female hospitality professionals. NHLA Women in Lodging provides the ideal forum to promote women's leadership as well as professional career development.

NHLA Women in Lodging offers a dynamic mentor program, seminars, workshops, networking events, community philanthropic involvement, and access to female industry leaders.

Submitting application for the NHLA WIL Mentor Program

Goals & Objectives of Program

We launched the Women in Lodging mentor program in 2015 and have had approximately 300 women participate in this program. It is offered twice per year in SNV and we just started to offer it in NNV, as well.

Mission

The mission of the WIL Mentor Program is to provide members with the opportunity to meet industry professionals who want to share their experience, knowledge and advice. Through the mentoring program WIL mentees receive guidance and support as they explore career enhancement and advancement.

Program Overview

The WIL leadership council is dedicated to provide professional development opportunities and experiences for our members. Mentees are selected through an

application process and paired with mentors based on the mentees' areas of interest and availability of the mentors.

Facts about the Program

The NHLA WIL mentor program is designed to fulfill various purposes. For mentees, it recognizes up and coming leaders in the hospitality industry and provides resources for learning experience. It also gives women a chance to broaden their career horizons by exploring other departments or industry fields.

If participating as a mentor, the program allows experienced professionals to share their expertise, knowledge and guidance with a woman looking for career advancement and personal growth.

The program is a 10 week commitment for both parties - mentors and mentees.

Target Audience

Female members can join NHLA Women in Lodging and participate in all activities including the mentor program as long as their hotels and companies are members of the association.

Results of Program

The mentor program has been extremely successful. We have had several return mentors and mentees along with new participants each time. Many register for the next session immediately after completing the current one. Also, word of mouth about the value of the mentor program has spread throughout membership and we have many experienced high level women offering to be mentors and new mentees signing up regularly.

This mentor program has been so well-received we are implementing a very similarly formatted mentor program for our young professionals in the Next Reigning Generation group of NHLA.

Evaluation Measures

Participation is always a key indicator of success. Our first year we had less than 20 participants each session. We now have over 40 signing up for the mentor program for each session.

Each participant is issued a survey to evaluate the program. We have a final meeting at the conclusion of the session whereas we go over the surveys, discuss what was great, not so great and what would make it even better. Each participant receives a certificate of mentor program completion at this event, as well.

How was the program presented to the Target audience?

We assembled a committee with a chairperson and we all communicated out the new program, goals, objectives, benefit of participation, expectations and how to sign up. We used all of our communication channels including social media, online newsletters, websites and blog posts. We create attractive flyers with the information and send out to the database of WIL members for each session. This information is also on our website and event calendar for registration.

Additional Information

We have a mentoring committee comprised of some of our top female leaders and executives who help us guide the program. We also assign each committee member a number of mentors and mentees to oversee during the session to be sure everyone stays on track, answer questions or provide guidance.

We give all participants either a mentor or mentee booklet at the start of the session and we meet all together in person the first night. We include a recommended calendar of activities, as well.

We send out a one page newsletter every two weeks to all mentors and mentees to keep them focused on expected progress and upcoming activities.

Communication is imperative to keep the program strong and productive. We are told by the participants they appreciate all of our communication and support in this program.



Submitted by:

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