

## 2017 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2016 through September 30, 2017.**

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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, 2017**



**Nevada Hotel and Lodging Association**  
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**2017 ISHAE Awards of Excellence Application  
Members Programs Category**

**Next Reigning Generation (NRG)**

NHLA Young Professionals under the age of 36



**Goals and Objectives of Program**

The Next Reigning Generation (NRG) is a division of the Nevada Hotel and Lodging Association comprised of young industry professionals under the age of 36. Under the guidance of the NHLA staff, it exists to engage young professionals in the Nevada hospitality and support industries through the development of local resources including networking, mentorship, philanthropic and educational opportunities.

**Target Audience**

The Next Reigning Generation division is in place to attract young professionals from our general membership. The division exists to provide education, career development, and resources for our up and coming leaders.

NRG is comprised of a council consisting of a Chairperson, Vice Chairperson, advisors and members from NHLA membership. Each person on the council is employed at a member company in a supervisory or higher level position and meets the "under 36 years of age" policy. The NHLA president oversees the council.

## **Results of Program**

The NRG group and engagement has increased substantially over the past several months. Quarterly events are held, each with a purpose. Some are networking socials with a guest presenter, others are educational and some are in support of a philanthropic entity.

NRG has adopted Project 150 this year to support from a charitable standpoint. Project 150 is a non-profit charity that provides assistance to homeless high school students in Las Vegas. The July NRG event included gathering a substantial amount of school supplies, clothing, toiletries and food for Project 150.

## **Evaluation Measures**

Attendance and participation continue to increase for each event. The council has also increased with new members interested in assisting the team in guiding NRG. Communication is in place including a designated page with regular posts for NRG on Facebook, a quarterly newsletter, member broadcasts, an area on NHLA website and blog features on the NHLA Master Key blog.

## **How was the program presented to the Target Audience?**

A young professionals group for members under 30 was in place years ago but had faded with no involvement in recent years. In late 2015 we revamped the program, and updated the policies and goals and we implemented a new council structure. We started communicating through our member companies encouraging participation and support while building a base of participants.

In 2017 we ramped up the program with a vibrant council and an event calendar for the year. Partnering with a local charity, working with our board of directors and community leaders has proven to be a huge success for NRG. We implemented committees including membership, communication and programs. The council and committees meet quarterly.

We include this program when talking with prospective members and it creates interest in joining and bringing this resource and benefit to their employees.

## **Additional Information**

With the growth and interest from our members in NRG, NHLA is now providing scholarships for NRG members. The criteria to meet the requirements for the scholarship is available via the NHLA website. The two recipients will be awarded in December at the Q4 NRG event.