

Stars of the Industry Awards

ENTRY GUIDELINES

Who can enter?

The Stars of the Industry Awards competition is open to all CHECK IN MICHIGAN member CVBs, tourism businesses, lodging properties and their employees.

How do I enter?

Complete one official entry form (per nomination) included in this brochure. Please make a copy of the form if you would like to nominate staff in multiple categories.

What do winners receive?

Winners will be notified the week of February 11th, 2019. Winning individuals receive engraved plaques, cash rewards and room accommodations, all awarded on March 6th at the Stars of the Industry Awards Dinner at the 2019 Pure Michigan Governor's Conference on Tourism – Grand Traverse Resort & Spa in Traverse City, Michigan.

What does it cost to enter?

There is no charge to enter.

EMPLOYEE AWARDS

Please submit no more than two pages explaining why the nominee deserves his/her award and a picture of the nominee. Additional back-up materials may include up to six individual documents supporting your nomination, such as testimonial letters, guest comment cards, etc. that were received through the course of the year.

In order to qualify for lodging categories, a nominee must currently be employed by a CHECK IN MICHIGAN member property and must be nominated by someone in a supervisory position from that property. Additional consideration will be given to staff who have won employee of the month/year awards.

Only one nominee per category, per property



DEADLINE FOR ENTRIES: FEBRUARY 1, 2019

Award Categories

Attraction Star of the Year -

An owner or employee who works to exceed guest and customer expectations through superior marketing, delivery of enhanced value, and new innovations that lead to a superior vacation or leisure travel experience.

Culinary Star of the Year -

This award recognizes chefs, sous chefs, or line cooks who apply creativity and innovative techniques to their exploration of regional, national and international cuisine to the delight of guests.

CVB Star of the Year -

Recognizes a staff person who works with members, vendors and consultants to implement marketing programs that actively motivate travelers to visit and frequently return to their destination or area.

Food and Beverage Star of the Year -

The culinary employee (server, banquet or kitchen staff) who rises above other employees in terms of work production, and quality and inspires fellow associates to provide the very best dining experience.

Good Earth Keeping Award -

Recognizes lodging properties that have developed a culture that embraces green technology and practices that benefit the environment, please guests and reduce property expenses.

Guest Relations Star of the Year -

An associate that best-develops a climate conducive to new or repeat business, quickly establishes positive rapport and creates goodwill among guests, and/or effectively resolves guest complaints.

Operations Star of the Year -

The outstanding operations/maintenance employee who works tirelessly to improve efficiencies, maximize machinery life, reduce costs and improve property appearance to provide all guests the best stay possible.

"RD Musser Hotelier of the Year"-

A visionary owner or general manager who has maintained the highest standards of inn-keeping over the expanse of their career. An innovator who has continually sought to surpass expectations by mentoring rising associate stars and developing new practices which positively impact guest experience. An operator who recognizes the importance of striking a balance between property/staff investment and long term profits and viability. A volunteer who has contributed time, effort and resources to the betterment of their community, and the greater industry in which they serve.

Room Attendant Star of the Year -

The room attendant who meets or exceeds all standards for cleanliness and efficiency and inspires others to work to ensure guests have an optimal overnight experience.

Sales and Marketing Star of the Year -

This award recognizes innovative efforts and outcomes in all stages of the marketing and sales process leading to increased sales and retention of guests, visitors or customers.

Seasonal Operator of the Year -

An exceptional operator (golf, skiing, marina, etc.) who finds innovative ways to attract and retain customers, inspire employees to provide optimal customer service, and drives new revenues, reduces expense while expanding operations.

Student Star of the Year -

The student employee or intern who clearly demonstrates leadership abilities, superior guest service and the ability to establish positive rapport with employees at all levels to help raise hospitality standards.

Stars of the Industry Awards Dinner
Governor's Ballroom
March 6, 2019 | 6:30pm

Grand Traverse Resort & Spa
Traverse City, Michigan

Star of the Industry Award Entry Form

Send or email your entry to:

Attn: Tammi Connell – tconnell@mykeystonesolutions.com
Keystone Solutions, 124 E. Washington St. Dewitt, MI 48820

Entries must be received by February 1, 2019.

CATEGORY (CHECK ONE ONLY)

- | | |
|--|--|
| <input type="radio"/> Attraction Star of the Year | <input type="radio"/> Operations Star of the Year |
| <input type="radio"/> Culinary Star of the Year | <input type="radio"/> "RD Musser Hotelier of the Year" |
| <input type="radio"/> CVB Star of the Year | <input type="radio"/> Room Attendant of the Year |
| <input type="radio"/> Food and Beverage Star of the Year | <input type="radio"/> Sales and Marketing Star of the Year |
| <input type="radio"/> Good Earth Keeping Award | <input type="radio"/> Seasonal Operator of the Year |
| <input type="radio"/> Guest Relations Star of the Year | <input type="radio"/> Student Star of the Year |

NOMINEE INFORMATION

Name

Email

Title

Telephone

Property/Company Information

Company/Property

Address

City State Zip

Telephone

Contact Person's Information

Name

Title

Email

Telephone

ENTRY CHECKLIST

- ▶ All work has been done in calendar year 2018.
- ▶ I have checked the appropriate category on my entry form.
- ▶ I have completed the official entry form and used only one form per entry.
- ▶ When available, I have included additional documents to further support my nominee's submission.
- ▶ I have read and agree to follow all entry guidelines listed for the category I have chosen to enter.
- ▶ All submitted material becomes the property of CHECK IN MICHIGAN and will not be returned.



If you have any questions, please contact:

Tammi Connell
517.668.6029 | tconnell@mykeystonesolutions.com