



Call for Entries



2009

*Excellence in
Lodging & Hospitality*

Thank you for your interest in the *CLIA 2009 Excellence in Lodging & Hospitality Awards*. Nominations closed on July 31, 2009.

We encourage you to submit your 2010 nominations next year. Please visit the **Awards & Scholarships** section at http://www.clia.org/excellence_awards.cfm for updates.

Your Property
Your Ownership
Your Staff

Deadline for Entries

July 31, 2009





2009

Excellence in Lodging & Hospitality Awards Program

THE AWARDS

CLIA created the *Excellence in Lodging & Hospitality Awards* to recognize achievement and pay tribute to owners of CLIA member properties and their dedicated staff members who serve the traveling

Your entry must include an “*Official Entry Form*” and the “*Description of Entry Form*” along with supporting documentation and attachments. Attach additional sheets of paper to respond if necessary.

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ELIGIBILITY

The property must be a CLIA member in good standing at the time of the nomination and the award. Members may nominate their own property and themselves as the owner; or members may nominate another CLIA member property and its owner.

REQUIREMENTS & ENTRY PREPARATION

The 2009 “*Official Entry Form*” must be completed for each nomination. Select only one category for nomination (e.g. Community Services, Construction and Refurbishment). All questions must be answered or addressed. Attachments of photographs, documentation, plans, letters of support, etc., are welcomed.

Does the entry show excellence in innovation, creativity, dedication, or management?

- What is the overall quality of the entry? Is the entry neat, thorough and complete?

MAKE A COPY OF YOUR ENTRY

Material or submission will not be returned, so please make your own copy. Call (916) 925-2915 or info@clia.org if you need clarification of entry requirements.

FOR ADDITIONAL INFORMATION

If you have questions about the awards program, call the CLIA offices at (916) 925-2915 or e-mail info@clia.org. Comments and suggestions about the program are welcome.



2009 Award Categories

There are two "Excellence In Lodging & Hospitality" Awards open for entry each year:
Outstanding Lodging Staff Person and
Outstanding Lodging Property and/or Owner

1. OUTSTANDING LODGING STAFF PERSON AWARD

The Outstanding Lodging Staff Person Award

recognizes an outstanding lodging property staff person for his or her dedication to meeting, greeting and serving guests at the property. This individual takes

WHAT TO SUBMIT*

Provide a narrative description of the staff member's employment history and show how he or she came to the lodging industry and your property. What are the

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owner. Please choose from one of the following subcategories (descriptions to follow).

A) Community Services, B) Construction and Refurbishment, C) Employee and Staff Development, D) Sales & Marketing, and E) Visitor and Guest Services.

A. COMMUNITY SERVICES

This category recognizes leadership and dedication in service to the community, whether, local or state, social services or business related. It may include a combination of efforts that bring favorable image and recognition to the owner and to the property and provides a substantial and meaningful benefit to the community. The entry may recognize a unique and significant accomplishment or career-long dedication to community action and progress.

WHAT TO SUBMIT*

A narrative of the type of community service; years of involvement; roles, positions or offices held; and accomplishments related to involvement. Note any awards or letters of commendation received, and a description of benefits to the property, the community, and/or the lodging industry. What were the targets, objectives or mission of the effort? What was done to achieve success? How was it executed? Who benefited from the efforts?

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Outstanding Lodging Property and Owner, continued

B. CONSTRUCTION & REFURBISHMENT

This category recognizes excellence in designing and erecting, or remodeling, refurbishing and upgrading a member lodging property in California, and with completion within previous two years. This considers design innovation and construction, location, theme, technology, unique character or decoration, or a combination of efforts to create an unusual ambiance and style and/or comfort and convenience, which makes the property successful, appealing and a hospitality leader.

WHAT TO SUBMIT*

Provide an overview of the goals and objectives of the project. What did the owner want to achieve with the property and how was the goal was pursued. Include work with professionals and the role and functions of owner; before and after photos; description of unique or new construction methods, products, or services used; plans or drawings; timelines; and date of completion. Show how and why the property should be a winner. Show the effects of construction or refurbishment changes through profit increases, comments from visitors and community, and success in meeting budgets and timelines.

C. EMPLOYMENT

This category recognizes excellence in hiring, training, and developing employees. It includes excellence in recruitment, training, and development programs that improve employee performance and retention. It also includes excellence in employee benefits, safety, and diversity programs.

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D. SALES AND MARKETING

This award category recognizes a unique or especially effective marketing plan or program that significantly improves occupancy, revenue or market share. It includes excellence in direct mail, advertising, discounts or value added features, direct sales, special promotions, collateral materials and other elements of successful lodging property marketing.

WHAT TO SUBMIT*

Describe the marketing objectives identified, target markets, any market analysis conducted, budgets and/or staff functions. Include collateral materials, advertising copy, mailers and other materials. What made the campaign or plan unique and successful? How was the bottom line affected? Include customer comments and supporting statistical data.

E. VISITOR AND GUEST SERVICES

This category honors special and unique services, standards of excellence in welcoming and assisting guests throughout their stay and the creation of inclusions, amenities, or features that make the property – and the visit – especially pleasant. The staff goes well beyond the “call of duty” to provide truly superior service every day.

WHAT TO SUBMIT*

Describe the property’s philosophy regarding guest services; programs and features created or adapted to better serve the guest; photos of any physical amenities and/or letters from guests, guest comment cards, recognition by industry organizations or franchiser. What makes your guest services program new, unique, and beneficial.

*** Please use the 2009 Excellence in Lodging “Official Entry Form” and “Description of Entry Form” for submission.**





2009

*Excellence in
Lodging & Hospitality*
Official Entry Form

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ENTRANT INFORMATION

Name and title of person submitting entry: _____

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NO

___ **OUTSTANDING LODGING STAFF PERSON** (How many are you nominating?)

___ **OUTSTANDING LODGING PROPERTY OR OWNER** (How many are you nominating?)

Entries must be received by CLIA no later than 5:00 p.m. on Friday, July 31, 2009

There will be no extensions to the deadline, and no exceptions will be made.

Winners will be notified of awards by Thursday, September 10, 2009.

Entry forms and entry materials should be sent to:

California Lodging Industry Association
Post Office Box 15918
Sacramento, CA 95852-0918

2009 Awards

Page 2 - Official Entry Form

Please use this page of the Official Entry Form for each nominee. You may make additional copies of the Entry Form as needed. Read carefully the submission requirements for each category.

CHECK THE NOMINATION CATEGORY FOR THIS ENTRY AND IDENTIFY THE NOMINEE: (check only one)

1) OUTSTANDING LODGING STAFF PERSON

Nominee's Name: _____

2) OUTSTANDING LODGING PROPERTY OR OWNER

Property Name: _____

Select one category for this nomination:

A) Community Services

B) Construction and Refurbishment

C) Employee Relations and Staff Development

D) Sales and Marketing

E) Visitor and Guest Services

Address: _____

Phone: _____

E-mail: _____

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Target Audience: Who was affected by the nominated efforts or person and what happened?

Bottom Line/current results: How has this project, program or individual made a difference, and what is that difference?

What more do the judges need to know about your nomination?

Include copies of plans, photos, newspaper clippings, awards, letters, comment cards, budgets, and other documentation that support the nomination.

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