



Call for Entries



2011

*Excellence in
Lodging & Hospitality*

Awards Program



Recognize Your Best!

**Your Property
Your Ownership
Your Staff**



**Deadline for Entries
September 30, 2011**





2011

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 public. This is CLIA's way of "recognizing our own" and honoring the "best of the best!"

Winners will be formally saluted at CLIA'S 2011 Annual Membership Meeting to be held on November 8, 2011 at the Crowne Plaza Concord. CLIA will send press releases to the lodging and hospitality trade publications as well as appropriate local publications announcing the winners.

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 2011 "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.

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. Appearance and neatness count!

JUDGES AND JUDGING

The judges in each category are dedicated, professional California lodging owners. Judges review each entry form and its attachments for completion and to determine the following:

- Are there stated goals and objectives? Are they well defined and measurable?
- What is unique or exemplary about the entry?
- How well does the entry meet the category criteria?
- What results were achieved?
- 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.



2011 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 initiative in providing service and comfort to guests, represents the property in a positive manner, and has provided special services in unusual circumstances. The nominee works well with other staff to instill and convey the need for and importance of exemplary guest services. This person is truly a special, outstanding and valued employee.

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 unique qualities of the nominee? Has the nominee made any unique contributions, ideas or services? Why is the nominee worthy of recognition by our industry? Include letters and guest comment cards and other materials describing the service provided by the employee.

2. OUTSTANDING LODGING PROPERTY AND/OR OWNER AWARD

The Outstanding Lodging Property and/or Owner Award may focus on the property itself or the contributions of the owner. There are five subcategories to choose from when nominating a member property or 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. EMPLOYEE & STAFF DEVELOPMENT

This category recognizes dedication by the owner to hire, train, motivate and reward employees, through a comprehensive program. It includes excellence in the development of personnel policies and procedures, training manuals, educational programs, and incentive or motivational efforts that recognize and reward employee performance.

WHAT TO SUBMIT*

Provide a written description of the property's philosophy or mission regarding employees and staff. A copy of the personnel manual or directives, an outline of program or opportunities for training and education; a description of specific staff members' growth or accomplishments; rewards and recognition presented; or other unique human resources projects initiated to benefit staff, and better serve the traveling public.

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 2011 Excellence in Lodging
“Official Entry Form” and “Description of Entry Form” for submission.**



CALIFORNIA LODGING INDUSTRY ASSOCIATION
SERVING LODGING OWNERS AND THEIR MANAGEMENT TEAMS



2011

*Excellence in
Lodging & Hospitality*
Official Entry Form

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ENTRANT INFORMATION

Name and title of person submitting entry: _____

Name of CLIA Member Property submitting entry: _____

Address: _____

Phone: _____ FAX: _____ E-mail _____

NOMINEES**Tell us the total number of nominees you are submitting in each category.**For each nominee, please complete page 2 of the Entry Form and send with this page._____ **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, September 30, 2011**

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

Winners will be notified of awards by Thursday, September 10, 2011.

Entry forms and entry materials should be sent to:

California Lodging Industry Association
2150 River Plaza Drive, Suite 295, Sacramento, CA 95833

2011 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: _____

STATEMENT OF OBJECTIVES, IMPLEMENTATION, AND RESULTS

All of the following information must be provided or reason given for exclusion (if not applicable to the particular entry, enter n/a). If necessary, you may use additional typed sheets of paper to answer the questions. However, additional materials must be attached to the *Description of Entry* form.

Please be as descriptive as possible and refer to the applicable category and the "what to submit" description.

Objective or mission narrative statement: Describe the property, person or program being nominated and what circumstances may have previously existed.

Plan or program implementation: What was created or initiated; what plan was devised; what changed? _____

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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