



# Stars of the Industry Awards Entry Guidelines

## Who Can Enter?

The Stars of the Industry Awards competition is open to all CVB's, tourism bureaus, member of properties and employees.

## What Does it Cost to Enter?

There is no charge to enter.

## How do I Enter?

Complete one official entry form included in this brochure (per nomination). Make a copy of the form if you want to enter multiple categories.

## What do Winners Receive?

**Winners will be notified by February 27.** Winning individuals receive engraved plaques, cash rewards and room accommodations all awarded in March at the Pure Michigan Governor's Conference 2012 at The Amway Grand Plaza Hotel in Grand Rapids.

**March 25-27, 2012 Amway Grand Plaza Hotel  
In Grand Rapids**

## Employee Awards

Please submit no more than two pages explaining why the nominee deserves his/her award, and a picture. 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, a nominee must be currently employed at a MLTA member property, must be nominated by someone in supervisory position from that property and awarded employee of the month/year.

Only one nominee per category per property.



PURE MICHIGAN<sup>®</sup>  
Governor's Conference on Tourism

**Deadline for Entries: February 1, 2012**

# Employee Awards



The **Guest Relations Star of the Year** award is given for programs that develop a climate conducive to new or repeat business, create goodwill among guests, provide special services, reverse negative public relations situations, or effectively solve guest complaints.

The **Culinary Star of the Year** award gives lodging properties the chance to recognize a culinary employee (e.g. chef, line-cook) who goes above and beyond normal job responsibilities.

The **Food and Beverage Star of the Year** award gives lodging properties the chance to recognize a culinary employee (e.g. server, banquet, kitchen) who goes above and beyond normal job responsibilities.

The **CVB Star of the Year** award gives CVB's the chance to recognize an employee (e.g. director, office manager) who goes above and beyond normal job responsibilities.

The **Room Attendant Star of the Year** award gives lodging properties the chance to recognize a room attendant who goes above and beyond normal job responsibilities.

The **Good Earth Keeping Award** recognizes lodging properties that have developed a culture toward integrating environmental management practices that improve everyday operations, while maintaining quality service. The program must demonstrate success in one or more of the following areas: energy conservation, solid waste reduction, effluents and emissions and water conservation.

The **Seasonal Operator of the Year** award gives lodging properties and tourism bureau's the chance to recognize an operator (e.g. director of golf, director of skiing) who goes above and beyond normal job responsibilities.

The **Student Star of the Year** award gives lodging properties and tourism bureau's the chance to recognize a student employee who goes above and beyond normal job responsibilities.

The **Sales and Marketing Star of the Year** award gives lodging properties and tourism bureaus the chance to recognize and employee who goes above and beyond normal job responsibilities.

The **Attraction Star of the Year** award gives attraction directors the chance to recognize an employee who goes above and beyond normal job responsibilities.

The **Outstanding Achievement in Michigan Tourism** award goes to a person whose efforts have served to promote, protect and grow Michigan tourism to the benefit of all industry segments and our state's economy.

The **Hotelier of the Year** award gives lodging properties the chance to recognize a general manager/owner who goes above and beyond normal job responsibilities.

The **Operations Star of the Year** award gives lodging properties the chance to recognize an operations and maintenance employee who goes above and beyond normal job responsibilities.

# Where Do I Send My Entry?

Send your entry postmarked by February 1, 2012 to:

Attn: Kylie Binns

MLTA

3815 W. St. Joseph Hwy. STE A200  
Lansing, MI 48917



If you have any questions  
contact:  
Kylie Binns  
517-267-8989  
or  
KylieB@milodging.org

## 1. Category (Check one only)

- Culinary Star of the Year  
(Chef, Line-Cooks)
- CVB Star of the Year
- Food and Beverage Star of the Year  
(Server, Banquet, Kitchen)
- Attraction Star of the Year  
(Resort/Urban)
- Guest relations Star of the Year  
(Front Desk, Reservations)
- Seasonal Operator of the Year  
(i.e. Golf, Downhill Skiing, Marina)
- Sales and Marketing Star of the Year  
(CVB, Hotels, Attractions)
- Room attendant of the Year
- Outstanding Achievement Award  
(Travel Michigan)
- Hotelier of the Year  
(For Owners/Operators and GM's only)
- Outstanding Student of the Year  
(Interns, Student Employees)
- Operations Star of the Year
- Good Earth Keeping Award

## 2. Mail in Official Entry Form

Property/Company Information

\_\_\_\_\_  
Company/Property

\_\_\_\_\_  
Address

\_\_\_\_\_  
City                      St.                      Zip

\_\_\_\_\_  
Telephone                      Fax

Contact Person's Information

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

## Entry Checklist

Use the following checklist to help you submit your Stars of the Lodging and Tourism Industry Awards entry form(s).

- |  |  |   |   |  |  |
|--|--|---|---|--|--|
| 1. All work has been done in calendar year 2011. | 2. I have checked the appropriate category on my entry form. | 3. I have completed the official entry form and used only one form per entry. | 4. When available, I have included additional documents to further support my nominee's submission. | 5. I have read, and agree, to follow all rules and submission guidelines listed for the categories I have chosen to enter. | 6. All submitted material becomes the property of MLTA and will not be returned. |
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**Deadline for receipt of entries to MLTA is February 1, 2012. No extensions will be granted.**