

# 2016

## Sevier County Hospitality Association

### Stars of the Industry

### NOMINATION FORM

#### Nomination Rules & Guidelines

- Nominations are due by June 30<sup>th</sup>, 2016
- Please carefully review the Categories, Eligibility Requirements, and FAQs on Pages 3-5 before submitting your nomination.
- All nominees and companies submitting nominations must be members in good standing with any of the local hospitality associations
- 2015 Stars of the Industry Winners may not win in the same category in 2016.
- A property may have consecutive winners in an Employee Award category, but an individual employee may only win once.
- All information below must be typed or written legibly, and you must select ONE Award Category on Page 2.
- Only one nomination per category may be entered per company, but multiple category nominations will be accepted.
- Use a separate form for each nomination.
- All entries must be accompanied by a 1-2 paragraph written explanation. Entries without a written explanation will not be accepted.
- We encourage you to submit supporting materials including: photos, guest comment cards, letters, news clips, and other materials for the judges' consideration. A strong nominee usually has supporting documentation that displays their accomplishments.
- All submitted materials become the property of SCHA and will not be returned.
- If a nomination does not meet the above stated requirements, the nominee will not be considered for an award.
- Email, fax, or mail nomination materials to Jackie Leatherwood (information below) by June 30<sup>th</sup>, 2016. Late entries cannot be

#### NOMINATION SUBMITTED BY:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

#### NOMINEE:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Title: \_\_\_\_\_ Years in the Industry: \_\_\_\_\_

\*Nominees must have worked in the industry for at least 1 years

Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

**Pick an Award Category on Page 2. Nominations without ONE Award Category selected will not be accepted\*\*\***

**AWARD CATEGORIES**

Check ONE category from the list below. You must use a separate form for each nomination. Nominations without an appropriate category selected will not be accepted.

**Tennessee Achievement Awards**

- SCHA Hotelier of the Year
- SCHA Attraction of the Year
- SCHA Preferred Associate
- SCHA Vendor of the Year
- Hospitality & Tourism Educator of the Year
- Women in Tourism & Hospitality Leader of the Year
- TN Under 30 Gateway Emerging Leader of the Year

**Gold Star Public Relations Awards**

- Community Service Award
- Good Earth Keeping Award
- Guest Relations Award
- One Time Special Event Award
- On-Going Special Event
- Prism Award

**Employee Achievement Awards – LODGING**

- Lodging Employee of the Year
- Lodging Manager of the Year
- Lodging General Manager of the Year

**Employee Achievement Awards - RESTAURANT**

- Restaurant Employee of the Year
- Restaurant Manager of the Year
- Chef of the Year
- Restaurant General Manager of the year

Nominees Name: \_\_\_\_\_

Place of Employment: \_\_\_\_\_ Position: \_\_\_\_\_

Reason for Nominating and why the nominee deserves this award: \_\_\_\_\_

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## AWARD CATEGORY DETAILS AND ELIBILITY REQUIREMENTS

### TENNESSEE ACHIEVEMENT AWARDS


The SCHA Hotelier of the Year Award is presented to a hotelier that has gone above and beyond in the promotion and representation of our industry, both locally and at other levels. The person should be recognized as a leader among the hotel and tourism industry.


The SCHA Attraction of the Year Award is presented to an attraction that has shown excellence in tourist development and community service through special programs, events, and marketing campaigns to attract new tourists and visitors to Tennessee. Eligible companies include: Event Venues, Golf Courses, Theme Parks, Zoos, Dinner Theaters, Museums, Convention Centers, etc.

The SCHA Associate of the Year is presented in recognition of the contributions of our partner companies who provide valuable services, which allow hotels, restaurants, and tourism entities in Tennessee to grow and thrive. Any member company who provides services through partnerships (such attractions, retail operations, etc.) is eligible.

The SCHA Preferred Vendor of the Year is presented in recognition of the contributions of our partner companies who provide valuable services and products, which allow hotels, restaurants, and tourism entities in Tennessee to grow and thrive. Any member company who provides products and services (such as cleaning, marketing, legal resources, equipment, landscaping, etc.) is eligible.

The Hospitality & Tourism Educator of the Year award recognizes exceptional high school and post-secondary educators who prepare students for hospitality related jobs and higher education opportunities. These educators recognize and develop our future employees through work experience, resume building, and scholarships. The judging criteria measures success in 4 categories: 1) Classroom Recognition, 2) Community Service, 3) Industry Specific Research, and 4) Mentoring Practices.


 Women in TN Tourism & Hospitality (WITH) Leader of the Year- This award is given to a female hospitality professional who serves as a leader and role model within the hospitality community. Candidates should describe noteworthy accomplishments, leadership roles, volunteer positions, and personal initiative. Nominees can be either self or peer-nominated.


 Tennessee Under 30 Gateway (TUG) Emerging Hospitality Leader of the Year-This award honors an exemplary hospitality employee under age 30 who has demonstrated superior professional dedication, leadership, and a fresh perspective to their job. The recipient should also exemplify the characteristics that lead to success in the hospitality industry-enthusiasm, “out of the box” thinking in their professional and personal life, and a dedication to the industry by active participation in association, community and industry programs.


#### Qualifications:

- SCHA Award nominees should provide outstanding service and support to SCHA and local associations, as well as to the hospitality and tourism industry as a whole.
- Preferred Vendor Award nominees should provide service on behalf of the employing company or business affiliation as a provider of products and services to the hospitality industry
- Associate Award nominees should provide service on behalf of the employing company or business affiliation through partnerships and promotion
- SCHA Award nominees should demonstrate service and leadership in other organizations and participate in community activities.
- Nominees for these awards must have served in the industry a minimum of three years.

### EMPLOYEES ACHIEVEMENT AWARDS - LODGING

 The Lodging Employee of the Year Award recognizes exemplary professionalism and service by an employee in a non-management position. The nominees are judged on outstanding performance that goes above and beyond normal job responsibilities, including providing excellent service to the property, and guests.

 The Manager of the Year Award recognizes an employee in a management or an executive position who has a proven track record of management excellence, industry involvement, and community service. The nominees are judged on outstanding performance that goes above and beyond normal job responsibilities, including providing excellent service to the property and guest.

 The General Manager of the Year Award recognizes a general manager who has demonstrated outstanding contributions of leadership, service, and community and/or civic affairs. The nominees are judged on outstanding performance that goes above and beyond normal job responsibilities, including providing excellent service to the property and guest.

Lodging Employee Achievement Awards will be given in the following categories: Small Property (1-150 Rooms), Medium Property (151-300 Rooms), and Large Property (300+ Rooms)

#### Qualifications:

- Each LEA nominee must have served in the hospitality industry for a minimum of one year.

## AWARD CATEGORY DETAILS AND ELIGIBILITY REQUIREMENTS

### EMPLOYEE ACHIEVEMENT AWARDS - RESTAURANT

The Restaurant Employee of the Year Award provides restaurants with the opportunity to recognize exemplary professionalism and service by an employee in a non-management position. The nominees are judged on outstanding performance that goes above and beyond normal job responsibilities, including excellent service to the establishment and guests.

The Restaurant Manager of the Year Award provides restaurants with an opportunity to recognize a manager who has demonstrated exceptional contributions of leadership, service, and involvement in community and/or civic affairs. The nominees are judged on outstanding performance that goes above and beyond normal job responsibilities, including providing excellent service to the establishments and guests.

The Chef of the Year Award will recognize an Executive or Sous Chef who has provided leadership, creativity, and culinary excellence for their restaurant. Nominees should display exceptional skills inside and outside the kitchen. A history of community service, leadership and mentorship within the restaurant, and fantastic guest service are required.

The Restaurant General Manager of the Year Award provides restaurants with an opportunity to recognize a General Manager who has demonstrated exceptional contributions of leadership, service, and involvement in community and/or civic affairs. The nominees are judged on outstanding performance that goes above and beyond normal job responsibilities, including providing excellent service to the establishments and guests.

Restaurant Employee Achievement Awards will be given in the following categories: Independent Restaurant (1-4 Locations) and Chain Restaurant (5+ Locations.)

#### Qualifications:

- Each REA nominee must have served in the hospitality industry for a minimum of one year.

### GOLD STAR PUBLIC RELATIONS (GSPR) AWARDS FOR RESTAURANT AND LODGING PROPERTIES



The Community Service Award is presented to recognize programs designed to provide service and demonstrate to residents that the individual property is responsive to the local community. Examples include campaigns to benefit local or national service organizations or charities, service to any part of the community through special projects, and undertakings with community groups for the area's benefit.



The Good Earth Keeping Award recognizes properties that have developed a culture toward integrating environmental management practices with everyday operations, while maintaining quality service and meeting guest expectations. Each entrant should describe improvements to operations and the bottom line, as well as the process for continuing to practice environmental management within the business operation.



The Guest Relations Award is given for programs that develop a climate conducive to new or repeat business, create goodwill among guests, provide special services, reverse a negative public relations situation, or effectively solve guest complaints. Can be an employee or a property



The One-Time Special Event Award and the Ongoing Special Event Award are given for public relations programs or campaigns that demonstrate a creative approach to scheduled events, anniversaries, charity events, holidays, or special publicity events.



The Prism Award is given to recognize creative and innovative diversity programs that a property has integrated into its strategic plan and that are making a difference in the overall success of an operation.

Gold Star Public Relations Awards will be presented in the following categories: Restaurant, Small Lodging Property (1-150 Rooms), Large Lodging Property (151+ Rooms)

#### Qualifications:

- GSPR Awards are presented to properties, not to individuals unless noted
- All local association Members in good standing are eligible to submit nominations.
- Participants may only submit one entry per category, but multiple category entries are accepted.
- Be sure to enclose a full description of the program or activity, including goals, implementation, budgets, and results for all GSPR Award entries. Nominations without these details and supporting descriptions will not be considered.