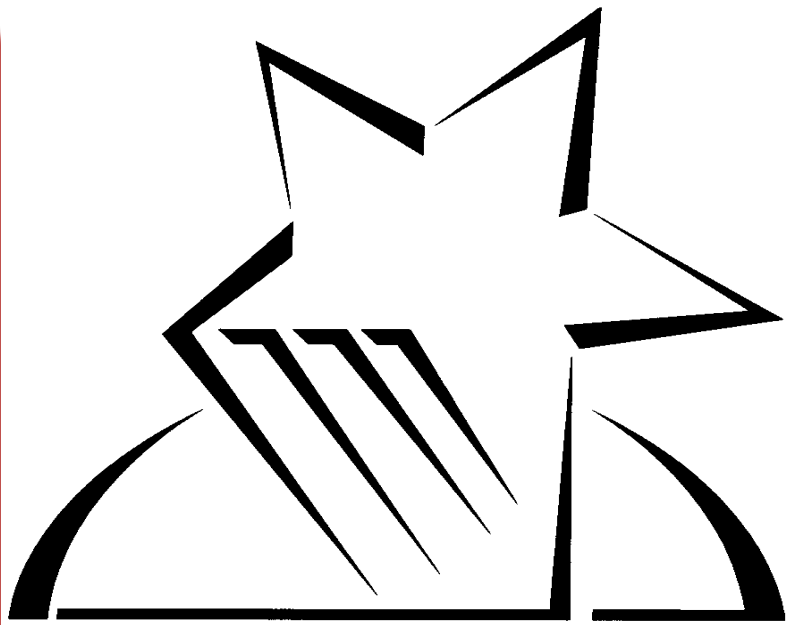


2018

CALL FOR ENTRIES

Maryland Hotel Lodging Association's
29th Annual



S T A R S
OF THE INDUSTRY
A W A R D S

Presented By

ECOLAB[®]

29th ANNUAL STARS OF THE INDUSTRY



Maryland's 29th Annual Stars of the Industry Awards program **honors those lodging employees and properties** who best symbolize the quality service of the industry. This is your opportunity to recognize those employees who go the extra mile for your guests, your property, and your community!

To be nominated for one of these awards is, in itself, an honor.

All employee nominees will be recognized and honored at MHLA's **Stars of the Industry Awards Luncheon** and a special tribute will be paid to the winners in each category. The luncheon will take place from 11 AM to 1:30 PM on February 8 at the Bethesda North Marriott Hotel & Conference Center.

NOMINATION DEADLINE: JANUARY 12, 2018
AWARDS LUNCHEON: FEBRUARY 8, 2018

Employee Awards

- Outstanding Administrative Employee of the Year
- Outstanding Food and Beverage Employee of the Year
- Outstanding Guest Services Agent of the Year
- Outstanding Roomkeeper of the Year
- Outstanding Support Department Employee of the Year
- Stevan Porter Emerging Hospitality Leader of the Year
- Outstanding Manager of the Year
- Outstanding General Manager of the Year

Lodging Property Achievement Awards

- Community Service
- Guest Relations
- Good Earthkeeping
- Prism (Diversity)
- Special Event

Allied Member Award

MHLA Allied (Supplier) Member of the Year

*Allied Members may self nominate or be nominated by a Lodging Member.

Employee Awards

MHLA member properties may nominate one (1) employee per category.

Employee awards are judged in two divisions:

- 1) Division 1 (250 rooms or less)**
- 2) Division 2 (More than 250 rooms)**

MANAGEMENT EMPLOYEE AWARDS

Outstanding Manager of the Year

This award recognizes exceptional performance by a supervisory employee to their subordinates, to guests, and to the community. Those eligible for nomination include any management level employee who has responsibility for a division, department, or function (e.g., food and beverage managers, human resources managers, executive housekeepers, etc.)

Outstanding General Manager of the Year

This award honors a hotelier who has demonstrated superior professionalism in operating a MHLA member property and taken a leadership role in the industry by actively participating in association, community, or industry programs. Nominees will be judged on their professionalism and service to their property, employees, guests, community, and their industry.

EMERGING LEADER "UNDER 30" AWARD

Stevan Porter Emerging Hospitality Leader of the Year Award

This award honors an exemplary hotel employee under age 30 who has demonstrated superior professional dedication, leadership, and a fresh perspective to their job. This individual should: 1) illustrate "out of the box" thinking in their professional and personal life; 2) demonstrate dedication to the industry by participating in Association, community, or industry programs; and 3) be actively involved in community service in either the local or national arena.

NON-MANAGEMENT EMPLOYEE AWARDS

These awards give MHLA member properties the chance to recognize non-management employees who go above and beyond normal job responsibilities and demonstrate tremendous professionalism. Nominees are judged on outstanding and unusual service to the property, to the guests, and to the community.

Outstanding Administrative Employee of the Year

Nominees in this category must work in a clerical/secretarial capacity. This includes: administrative assistants in Sales, Catering, Convention Services, Human Resources, Engineering, Rooms, Food and Beverage, Purchasing, receptionists, etc.

Outstanding Food and Beverage Employee of the Year

Nominees in this category are either associated with or prepare and serve food and beverage. This includes: hostpersons, cashiers, order takers, food checkers, servers, buspersons, bar porters/tenders, dishwashers, stewards, room service, etc.

Outstanding Guest Services Employee of the Year

Nominees in this category provide guest services such as: front office, mail and information, reservations, security, concierges, communications, health club facilities, business center, bellstands, doorman, valet, courtesy van, etc.

Outstanding Roomkeeper of the Year

Nominees in this category work in the housekeeping or laundry departments. This includes: room attendants, floor supervisors, housepersons, night cleaners, shampoo persons, laundry persons, linen room attendants, chute attendants, sewing attendants, etc.

Outstanding Support Department Employee of the Year

Nominees in this category must work in a capacity that is non-management AND non-clerical employees in: Accounting, AV, Engineering, Food and Beverage (i.e. conference coordinator), Human Resources, MIS, Purchasing, (i.e., receiving, storeroom/beverage clerks), Sales, Store Room/Warehousing, etc.

Property / Company Awards

MHLA Lodging Members may submit one nomination per property in each category. (i.e., One property may be entered multiple times, but only once in EACH category.)

Lodging Members are also encouraged to submit a nomination for “Allied Member of the Year”.

MHLA Allied Members may submit self nominations for Allied Member of the Year, or may be nominated by a Lodging Member.

GOOD EARTHKEEPING

This award recognizes lodging properties that have developed a culture toward integrating environmental management practices that improve everyday operations and the bottom line, while maintaining quality service and meeting guest expectations. The program must demonstrate success in one or more of the following areas: energy conservation (for example, participation in the Environmental Protection Agency’s Energy Star program), solid waste reduction, effluents and emissions, water conservation, purchasing, and business issues (e.g., guest demands, community issues, land and use development, training, and policy).

SPECIAL EVENT

Awarded for programs or campaigns that demonstrate a creative approach to scheduled events, charity events, holidays, or special publicity events. May be one-time or ongoing.

COMMUNITY SERVICE

This award is given for a program that demonstrates the individual property is responsive to the local community and its residents. Examples include campaigns to benefit local or national service organizations or charities, service to any part of the community through a special project, and joint undertakings with community groups for the benefit of the area.

GUEST RELATIONS

This 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.

PRISM (Diversity)

Recognizes the programs, initiative, and corporate culture that lead to an environment of inclusion amongst all employees and/or guests, regardless of race, gender, creed, or physical ability. Proven diversity outreach in terms of marketing, hiring, retaining and promoting is equally as important as overcoming intangible barriers that lead to overall guest and employee satisfaction and recognition.

MHLA ALLIED (Supplier) MEMBER OF THE YEAR

This award recognizes a MHLA Allied Member (supplier) company that has provided exceptional service to the lodging industry in Maryland and has supported the Association’s activities. **Hotels are encouraged to nominate Allied Members.**

HELPFUL INFORMATION TO ASSIST IN PREPARING YOUR NOMINATIONS

The following suggestions will assist in preparing your nominations for MHLA's Stars of the Industry Awards program. You may also review the Helpful Suggestions located on page XX of this document.



Meet with key managers to determine which award categories your property should enter. Tap into this program as a means of recognizing top employees for the work they've done.

Note: Many members enter every category!



Enlist the help of key managers in the areas of Human Resources or Sales/Marketing to gather information and help prepare your nominations. These personnel can be particularly helpful in gathering support materials such as letters, news clippings, testimonials, etc.



Within your nomination, be sure to identify specific events/incidents that best describe your nominee's exceptional service including years of service in the industry, your property, and in the current position. You may include comments from direct supervisor and hotel management. Note any certifications or awards earned for: professional development, community service, or education. You may include letters of recommendation from current or past peers – or excerpts from peer reviews.

ENTRY GUIDELINES

WHO CAN BE NOMINATED?

The Stars of the Industry Awards competition is open to all MHLA member properties and employees as well as Allied Members. All entrants must be in good standing with MHLA.

WHO CAN SUBMIT NOMINATIONS?

MHLA Lodging Member Employees can nominate fellow employees (**one person per Employee Award**) and may enter their property in each of the seven Property Award categories. Member properties are encouraged to also nominate one Allied Member Company for Allied Member of the Year.

Allied Members can nominate their company for the Allied Member of the Year.

WHAT DOES IT COST TO ENTER?

There is no cost to enter but there is a separate fee and registration required to attend the Awards Luncheon on FEBRUARY 8, 2018.

HOW DO I ENTER?

Enter online at www.MDLodging.org or complete one Award Entry Form – included in this brochure – for each entry, and submit it along with a written nomination and any relevant supporting materials.

Complete requirements for submissions are listed on the Entry Checklist on the Award Entry Form.

WHAT DO NOMINEES & WINNERS RECEIVE?

All nominees will be recognized and receive a Certificate at the MHLA Stars of the Industry Awards Ceremony. Winning individuals and properties will be brought on stage and presented commemorative awards during the ceremony. All winners will be announced in the MHLA newsletter, website and a statewide press release. All eligible lodging winners will be submitted for consideration in the American Hotel & Lodging Association Stars of the Industry Awards.

WHERE DO I SEND MY ENTRY?

Email entries to mhla@MDLodging.org or mail them to:
MHLA – Stars Program
20 Ridgely Ave., Suite 309, Annapolis, MD 21401

Confirm receipt via email to mhla@MDLodging.org or phone: 410-974-4472 prior to the deadline of Jan. 12.

MHLA STARS OF THE INDUSTRY - AWARD ENTRY FORM
or ENTER ONLINE at www.MDLodging.org

Step 1: Review Entry Guidelines and all Award Categories.

Step 2: Fill out this form completely, including the entry checklist.

Note: You may only submit one nomination per award category – but you may submit nominations into as many categories as you like. Use a separate nomination form for each nomination. (Copy this form as needed.)

Step 3: Send your complete entry to MHLA and confirm receipt prior to the deadline.

CHECK ONE CATEGORY AND DIVISION (if applicable) BELOW

PROPERTY/COMPANY AWARDS

- Community Service
- Good Earthkeeping
- Guest Relations
- Prism (Diversity)
- Special Event
- Allied (Supplier) Member

EMPLOYEE AWARDS

- Administrative Employee
- Food and Beverage Employee
- Guest Services
- Roomkeeper
- Support Department Employee
- Emerging Hospitality Leader
- Manager
- General Manager

FOR EMPLOYEE AWARDS ONLY, CHECK THE DIVISION BELOW:

- Division 1 (250 rooms or less)
- Division 2 (More than 250 rooms)

NOMINEE INFORMATION

NOMINEE NAME

PHONETIC SPELLING (if necessary)

TITLE

PROPERTY/COMPANY

ADDRESS

CITY

STATE

ZIP

CONTACT PERSON'S INFORMATION

NAME

TITLE

PROPERTY/COMPANY*

ADDRESS

CITY

STATE

ZIP

TELEPHONE

EMAIL

____ Initial here to acknowledge permission for MHLA's unrestricted use of all materials submitted with your award entry.

*If property/company is different than the nominee's, approval must be obtained by MHLA and/or the nominee's General Manager prior to submitting the award.

ENTRY CHECKLIST

Complete this checklist to successfully submit your nomination(s).

We are a MHLA member in good standing.

All work has been completed in the last 12 months.

I have checked **only ONE award category for each submission**. You may only enter ONE nominee in each category. Multiple entries by a property in the same category cannot be accepted. i.e. A property may enter Suzie as Manager of the Year and Joe as Administrative Employee of the Year, but may NOT enter Suzie and Joe in the same category.

Each AWARD submission includes a Written Nomination. Explain in up to 1,000 words specific details of why this nominee should be honored.

Employee Award examples include undertaking special services, showing outstanding leadership qualities, providing service to guests above normal job duties, exceptional scores, etc.

For Property Awards fully describe the program or activity, including goals, implementation, and results.

OPTIONAL: Submit up to 10 additional pages that substantiate the award entry: photos, letters of commendation, guest comment cards/reviews/letters, news clippings, and other supporting materials for the judges' consideration. Video and audio clips 2 minutes or less in length will be accepted.

Submit ONE QUALITY .JPG PHOTO for each nominee and property submission. (Do NOT take photos with a cell phone.) Photos may be used during MHLA's awards program and posted online at MDLodging.org. **NOTE: Label each photo with the nominee's first and last name.**

Confirm nomination submissions via email at mhla@MDLodging.org (1 submission per email but 1 confirmation email for all submissions is acceptable.)

Register nominees, nominators, key managers, etc. to attend the luncheon.

**Deadline for Entry:
JANUARY 12, 2018**

Contact Christine Abe with questions:
christine@mdlodging.org / 410-974-4472