SOUTH DAKOTA
GREAT SERVICE
AWARD

GOVERNOR'S HOSPITALITY PROGRAM

GREAT SERVICE STAR APPLICATION
GEORGE S. MICKELSON GREAT SERVICE AWARD

ADMINISTERED BY:
THE SOUTH DAKOTA DEPARTMENT OF TOURISM
THE GOVERNOR'S TOURISM ADVISORY BOARD

GREAT SERVICE STAR DESIGNATION PROGRAM

The Great Service Star designation program is designed to identify and recognize businesses that complete a set of criteria for hospitality training of their employees, offer a comment mechanism for visitors, and recognize employees for providing great service. Participants meeting the criteria are awarded a star symbol for use in marketing their business and to demonstrate to visitors their commitment to "Great Service." They also receive a Great Service Star plaque.

To qualify for the Great Service Star designation, you must have the following in place:

1. EMPLOYEE HOSPITALITY TRAINING

One of the following is required:

A. Attend the Governor's Conference on Tourism.

B. Attend a professional training seminar sponsored by a Chamber of Commerce, Convention and Visitors Bureau, community, development corporation or state agency.

C. Hire a professional trainer for on-site training.

D. Use your company's corporate training program.

E. Conduct your own training.

2. VISITOR COMMENT MECHANISM

Provide an opportunity for visitor feedback through the use of comment cards, evaluation sheets or online forms.

3. RECOGNITION FOR EMPLOYEES

Reward employees who have been recognized as providing great hospitality service in one or more of the following ways:

A. Nominate employee for a Governor's Hospitality Certificate.

B. Use in-house recognition such as newsletter, bulletin board, employee of the month.

C. Offer incentives.

D. Present awards or recognize employee at a staff gathering.

E. Develop other ways to recognize or reward employees.

NOTE: SUBMISSION OF THIS APPLICATION AUTOMATICALLY QUALIFIES YOUR BUSINESS FOR CONSIDERATION FOR THE GEORGE S. MICKELSON GREAT SERVICE AWARD.

DIRECTIONS

- Please type or print responses. Illegible forms may be returned for clarification.
- All steps must be completed for consideration for the Great Service Star designation.
- All questions must be answered.
- Mail all required materials and items you feel are unique to your business or training. Please do not send training manuals or multiple guest comment cards.
- Application form is available online at www.SDVisit.com. (Click on Cooperative Programs)
- **Deadline for submission of application is September 9, 2016.**
- Call or email Wanda Goodman with questions
  605.773.3301 • wanda.goodman@travelsouthdakota.com

SouthDakota
GREAT FACES. GREAT PLACES.

RETURN FORM TO:
HOSPITALITY PROGRAM
SOUTH DAKOTA DEPARTMENT OF TOURISM
711 E. WELLS AVENUE
PIERRE, SD 57501

**Only applications postmarked by September 9, 2016, will be considered for the Mickelson Award and will be included in a state-wide press release announcing 2017 Great Service Star designees. The program remains open and applications are accepted until January 31, 2017, for the Great Service Star designation for calendar year 2017.*

APPLICATION

COMPANY NAME

MAILING ADDRESS

CITY, STATE, ZIP

PHONE FAX

EMAIL ADDRESS

COMPANY WEBSITE

CONTACT NAME

PHONE

EMAIL ADDRESS

NAME OF PERSON PREPARING APPLICATION

PHONE

EMAIL ADDRESS

HAS YOUR COMPANY/ORGANIZATION PARTICIPATED IN THIS PROGRAM IN THE PAST?

STAFF HOSPITALITY TRAINING

Step 1

COMPANY NAME

APPROXIMATELY HOW MANY PEOPLE DO YOU EMPLOY?

_____ Permanent

_____ Seasonal

_____ Volunteer

1. WHICH OF THE FOLLOWING TRAINING PROGRAMS DID YOU AND/OR STAFF ATTEND DURING THIS CALENDAR YEAR?

☐ January - Tourism Conference in Pierre

_____ Number of staff who attended

☐ Department of Tourism's online Customer Service Training - "Serving Great Faces in Great Places"

_____ Number of staff who have taken the training

☐ Local spring hospitality training sponsored by the Department of Tourism

_____ Number of staff who attended

☐ Hired a professional trainer

_____ Number of staff trained

☐ Corporate training offered by your company

_____ Number of staff trained

☐ Other training not listed above

Explain

_____

_____

_____

_____

STAFF HOSPITALITY TRAINING

Step 1 cont.

2. DO YOU PROVIDE ONGOING HOSPITALITY TRAINING?

☐ Yes ☐ No If yes, describe:

3. DESCRIBE BENEFITS YOU HAVE SEEN IN YOUR EMPLOYEES AND YOUR BUSINESS AS A RESULT OF HOSPITALITY TRAINING.

4. DO YOU PROVIDE YOUR EMPLOYEES WITH INFORMATION ON WHAT THERE IS TO SEE AND DO IN YOUR CITY AND AREA?

☐ Yes ☐ No ☐ N/A

5. DO YOU TRAIN YOUR EMPLOYEES TO CROSS-SELL THE AREA AND STATE?

☐ Yes ☐ No ☐ N/A

6. DESCRIBE YOUR HOSPITALITY PHILOSOPHY AND YOUR TRAINING/ORIENTATION PROGRAM. INCLUDE ANY ELEMENTS THAT MAKE YOUR PROGRAM SUCCESSFUL.

ATTACH ADDITIONAL PAGES AS NEEDED.

VISITOR COMMENT MECHANISM

Step 2

COMPANY NAME

1. DO YOU IMPLEMENT A CUSTOMER/VISITOR FEEDBACK FORM?

☐ Yes ☐ No

2. IF YES, HOW IS IT MADE AVAILABLE TO VISITORS?

3. DO YOU RESPOND TO VISITORS WHO OFFER POSITIVE FEEDBACK?

☐ Yes ☐ No

4. DO YOU RESPOND TO VISITORS WHO OFFER NEGATIVE FEEDBACK?

☐ Yes ☐ No

5. ATTACH A SAMPLE OF YOUR VISITOR FEEDBACK FORM.

EMPLOYEE HOSPITALITY RECOGNITION

Step 3

COMPANY NAME

Receipt of the Great Service Star designation requires that you offer employee recognition for outstanding hospitality service. Complete all that apply below.

1. RECOGNITION FROM THE STATE

Did you nominate members of your staff for the Governor's Certificate of Recognition for Outstanding Hospitality* by completing and sending the nomination form to the Department of Tourism? (Form is available on SDVisit.com, Cooperative Programs)

☐ Yes ☐ No

Explain how certificates are presented to staff.

2. COMPANY OR IN-HOUSE STAFF RECOGNITION:

Explain how you recognize staff for providing outstanding service.

3. ATTACH SAMPLES OF NEWSLETTERS, PHOTOGRAPHS OF BULLETIN BOARDS, OR OTHER EXAMPLES OF IN-HOUSE STAFF RECOGNITION.

Describe:

ATTACH ADDITIONAL PAGES AS NEEDED.

*NOMINATION FORM: WWW.SDVISIT.COM/PROGRAMS/SERVICE/INDEX.ASP