



SOUTH DAKOTA  
GREAT SERVICE  
— AWARD —

A large, stylized gold star graphic composed of several overlapping triangular shapes, positioned on the left side of the page.

GREAT SERVICE  
STAR APPLICATION

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GEORGE S. MICKELSON  
GREAT SERVICE AWARD

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

# GREAT SERVICE STAR PROGRAM

The Great Service Star 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. Businesses 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. Complete the Online Hospitality Training Program.
- F. Provide 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 Certificate of Great Service signed by the Governor.
- B. Use in-house recognition such as a newsletter, bulletin board, or “Employee of the Month” program.
- C. Present awards or recognize employee(s) at a staff gathering.
- D. Develop other ways to recognize or reward employees.

NOTE: SUBMISSION OF THIS APPLICATION BY OCTOBER 17, 2018, 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.
- ★ **Deadline for submission of application is October 17, 2018.**
- ★ Call or email Jacey Jessop with questions  
605.773.3301 • [Jacey.Jessop@TravelSouthDakota.com](mailto:Jacey.Jessop@TravelSouthDakota.com)



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

OR:  
[Jacey.Jessop@TravelSouthDakota.com](mailto:Jacey.Jessop@TravelSouthDakota.com)

*\*Only applications postmarked by October 17, 2018, will be considered for the Mickelson Award. Businesses will be included in a state-wide press release announcing 2019 Great Service Star designees. The program remains open and applications are accepted until January 31, 2019, for the Great Service Star designation for calendar year 2019.*

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?

Four horizontal lines for providing a response to the question above.

EMPLOYEE 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 PARTICIPATE IN DURING THIS CALENDAR YEAR?

- January - Governor's Conference on Tourism in Pierre  
\_\_\_\_\_ Number of staff who attended
- 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
- Online Hospitality Training  
\_\_\_\_\_ Number of staff trained
- Other training not listed above

Explain

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EMPLOYEE HOSPITALITY  
TRAINING  
Step 1 cont.

2. DO YOU PROVIDE ONGOING HOSPITALITY TRAINING?

Yes     No    If yes, describe:

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

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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.

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ATTACH ADDITIONAL PAGES AS NEEDED.

 VISITOR COMMENT  
MECHANISM  
Step 2 

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COMPANY NAME

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

Yes     No

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

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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. (A SCREENSHOT IS ACCEPTABLE.)

 **RECOGNITION**   
**FOR EMPLOYEES**  
**Step 3**

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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 Certificate of Great Service\* by completing and sending the nomination form to the Department of Tourism? (Form is available on SDVisit.com, Training & Hospitality)

Yes     No

Explain how certificates are presented to staff.

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**2. COMPANY OR IN-HOUSE STAFF RECOGNITION:**

Explain how you recognize staff for providing outstanding service.

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

Describe:

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ATTACH ADDITIONAL PAGES AS NEEDED.

\*CERTIFICATE OF GREAT SERVICE NOMINATION FORM: WWW.SDVISIT.COM, TRAINING & HOSPITALITY