



GOVERNOR'S HOSPITALITY PROGRAM

Great Service Star Designation
George S. Mickelson Great Service Award
Outstanding Hospitality Certificate

Sponsored by:
The South Dakota Department of Tourism
The Governor's Tourism Advisory Board





*REAT SERVICE STAR DESIGNATION &
EORGE S. MICKELSON AWARD*

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 GSS 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. Your own training.

2. Visitor Comment Mechanism

Provide an opportunity for visitor feedback through the use of comment cards, evaluation sheets or on-line 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. 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.

GR **REAT SERVICE STAR DESIGNATION & EORGE S. MICKELSON 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 on line at www.SDVisit.com. (Click on Industry Marketing Programs)

***Deadline for submission of application is September 9, 2011.**

Call or email Eileen Bertsch with questions.

605.773.3301

eileen.bertsch@state.sd.us

Return form to:

Hospitality Program
South Dakota Department of Tourism
711 E. Wells Avenue
Pierre, SD 57501

*Only applications postmarked by September 9 will be considered for the Mickelson Award. The program remains open and applications are accepted until Jan. 31, 2012 for the Great Service Star designation for calendar year 2012.





GR **REAT SERVICE STAR DESIGNATION &
EORGE S. MICKELSON AWARD**

Application

Company Name: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

Company Web site: _____

Contact Name: _____

Phone: _____

E-mail Address: _____

Name of Person Preparing Application: _____

Phone: _____

E-mail Address: _____

Has your company/organization participated in this program in the past? _____



GR **REAT SERVICE STAR DESIGNATION &
EORGE S. MICKELSON AWARD**

Step 1 continued

2. Do you provide continuing 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.



GR *REAT SERVICE STAR DESIGNATION &*
GEORGE S. MICKELSON AWARD

Step 2

Visitor Comment Mechanism

Company Name: _____

1. Do you implement a customer/visitor response 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 comment form.



GR
REAT SERVICE STAR DESIGNATION &
GEORGE S. MICKELSON AWARD

Step 3

Employee Hospitality Recognition

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?

Yes No

Explain how certificates were 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.

*G*OVERNOR'S CERTIFICATE OF RECOGNITION
FOR OUTSTANDING HOSPITALITY &
CUSTOMER SERVICE

Nomination Form

(Please type or print)

Employee's Name: First: _____ Last: _____

Company Name: _____

Address: _____ Phone: _____

City: _____ State: _____ Zip: _____

E-mail Address: _____ Web-site: _____

Staff Person Preparing Report: _____

Staff Person's Phone: _____ E-mail: _____

Nominee's Supervisor's Name: _____

Supervisor's Phone: _____ E-mail: _____

If nominated employee is seasonal, list termination date: _____

Date Nomination Submitted: _____

Attach a copy of customer comments. Use space below for additional comments or information. Attach additional sheets as needed.

Certificate will be sent to employee's supervisor unless otherwise requested.

SEND TO: HOSPITALITY PROGRAM
SOUTH DAKOTA DEPARTMENT OF TOURISM
711 E. WELLS AVENUE
PIERRE, SD 57501-3369

