

MAY 2017 GSCVB BLOG

HOWDY AWARD WINNERS WILL BE REVEALED MAY 15

Recognition and appreciation are tops. That's right! Survey after survey in the world of human resources tell us that recognition and appreciation are the things that employees value above all else (assuming of course they are making a representative wage for their job). Feeling valued helps everyone do a better job.

Knowing that, the Greater Springfield Convention and Visitors Bureau created the Howdy Awards for Hospitality Excellence in 1996. And year after year each May, top-performing food servers, hotel workers, bartenders and the like are named winners of this prestigious award.

The finalists, initially selected from across Hampden, Hampshire and Franklin counties, are then judged by a group of recognized industry professionals from outside the region to insure impartiality. The winners will be honored at a gala dinner and awards presentation on May 15, at the Log Cabin Banquet & Meeting House in Holyoke.

Winners are named in nine categories (Accommodations, Attractions, Banquets & Meetings, Beverage, Food-Casual, Food-Tablesides, Public Service, Retail, and Transportation.) The special Spotlight Award, which recognizes individuals or organizations that have made a significant contribution to the tourism industry in Western Massachusetts will be presented to Paul Picknelly, president of Monarch Enterprises.

Sponsors for the 2017 Howdy Awards for Hospitality Excellence include MGM Springfield, Yankee Candle Company, Naismith Memorial Basketball Hall of Fame, WWLP TV-22, Aladco Linen Service, Spectra by Comcast Spectacor, MA Convention Center Authority, Freedom Credit Union, The Log Cabin/Delaney House, Masslive.com, Performance Foodservice, Williams Distributing, IHeart Media, Eastern States Exposition and *The Republican*.

Tickets to the Howdy Gala are on sale now and are \$75.00 per person, and \$750 for a table of ten. For tickets or more information call Michele Goldberg at the Greater Springfield Convention and Visitors Bureau at (413) 755-1344.

(More information at www.valleyvisitor.com)