



## Harrah Excellence in Innovation Award

### AWARD BACKGROUND & INFORMATION

Harrah Excellence in Innovation Award is given annually to honor a person or company for an innovative breakthrough in the hospitality industry or for a continued commitment to pursuing innovative approaches to solving hospitality-related issues and problems. The award recognizes and celebrates a person or organization whose outstanding innovative approaches have contributed significantly to business excellence.

The distinguished innovations may include, but are not limited to, transforming a business; significantly changing a business model; inventing or enhancing frameworks, and innovative analytical approaches and strategies for achieving results; using innovative approaches to developing product, services, or processes; improving employee, customer, supplier, and/or distribution channel members (industry partners) relations; and exploring new ways of solving long-standing problems and using corporate resources (employees, partnerships, funds, etc.) in creative ways.

The recipient will be honored at annual Vallen Dinner of Distinction and receive \$5,000 towards travel expenses. The Executive Committee of the Harrah Hotel College and three Harrah's executives will determine the recipient. The top applications may be published as "Best Practices" by Harrah Hospitality Research Center, UNLV.

### CRITERIA

Applications are judged on following criteria:

- Industry Impact
- Creativity
- Originality
- Usefulness
- Credibility
- Ease of replication, and
- Scope

### PROCESS AND DEADLINES

All applications must be submitted electronically to [seyhmus.baloglu@unlv.edu](mailto:seyhmus.baloglu@unlv.edu) no later than January 30, 2009. The application packet must include the following, mainly describing how the business innovation is created and the business outcome(s):

- A cover page
- Individuals/organizations involved in developing the innovative approach (Biography/Career Summary)
- The innovation development and implementation process
- The outcomes and how the company was impacted; i.e. cost savings, ROI and increased productivity improvements, competitive advantage gained, improvements in employee, customer, and/or industry partner satisfaction/loyalty.
- Endorsements (letters, articles, media news, etc)

The application is not to exceed 3 single-spaced pages in Word format (excluding endorsements). Please use 12-point, Times New Roman font and one inch margins on all pages.



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### APPLICATION COVER PAGE

Application Title \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Employer: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State/Province, Zip/Postal Code, Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Number of Years of Professional Experience: \_\_\_\_\_



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#### About the Harrah's Foundation

The Harrah's Foundation is a private, 501(c)(3) foundation established to provide financial support to qualified organizations in communities where Harrah's employees live and work. Established in 2002, the Harrah's Foundation is funded by Harrah's Entertainment properties and supports social reinvestment programs by funding eligible 501(c)(3) organizations dedicated to seniors, education and civic programs. Since its formation, the Harrah's Foundation has committed nearly \$63 million to nonprofit organizations throughout the United States. More information is available at <http://www.harrahcommunityrelations.com>.