



## 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;
- changing a business model significantly;
- inventing or enhancing 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;
- 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. Previous award winners include:

**2009 Harrah Excellence in Innovation Award**  
Tapcode Inc.

**2010 Harrah Excellence in Innovation Award**  
Micros Systems

### CRITERIA

Applications are judged on following criteria:

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

### PROCESS AND DEADLINES

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.

**Application Questions & Submission:** Contact Professor Seyhmus Baloglu, Ph.D., Associate Dean for Research, William F. Harrah College of Hotel Administration, UNLV at (702) 895-3932 or e-mail [seyhmus.baloglu@unlv.edu](mailto:seyhmus.baloglu@unlv.edu). All submissions must be sent electronically no later than **January 31, 2011** to [hrc@unlv.edu](mailto:hrc@unlv.edu) and [seyhmus.baloglu@unlv.edu](mailto:seyhmus.baloglu@unlv.edu).



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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: \_\_\_\_\_



#### About the Harrah's Foundation

The Harrah's Foundation is a private foundation funded by a percentage of operating income from Harrah's Entertainment's resorts. It is the entity through which Harrah's Entertainment funds programs and projects of \$10,000 or more, as well as not-for-profit giving requirements imposed by certain operating jurisdictions. The Foundation's objective is to strengthen organizations and programs in the communities where our employees and their families live and work. The Harrah's Foundation focuses on seniors, supporting organizations that encourage the continued independence of older Americans, that promote health and wellness, and that honor our elder loved ones; on sustainability programs focused on reducing our carbon footprint, energy and water consumption, and recycling; and on civic programs, which are broadly defined as efforts that are vital to the success of each of our communities. For more information, please visit [www.harrahfoundation.com](http://www.harrahfoundation.com).