

F.I.R.E. Awards

First Impression Recognition of Excellence

BE A PART OF THE CELEBRATION!

The FIRE Awards recognizes and celebrates excellence in front-line customer service in Lethbridge. This is the 4th year and it is growing! Hundreds of employees have been nominated by customers by either ballot or on-line nominations, and 24 FIRE awards have been presented to date.



WHAT ARE THE FIRE AWARDS?

An initiative of the Tourism Committee of the Lethbridge Chamber of Commerce. There are six categories for your exceptional front-line employees to be nominated. The categories are:

- Accommodations;
- Food & Beverage;
- Conferences & Events;
- Transportation;
- Retail Services;
- Attractions.

WHEN? Nominations are accepted **June 29, 2010 - Sept 30, 2010**. Awards are presented at a ceremony in January 2011. Nominations are accepted by **physical ballot or on-line nomination** at www.chinookcountry.com/fireawards

WHY? You know you have great employees. Let everyone know. Join in the celebration to recognize excellence in front-line customer service.

HOW YOU CAN PARTICIPATE?

- Distribution of Nomination Forms - Include a nomination form in with the bill or survey
- Include the information in your customer newsletter
- Have a link on your website to the FIRE Awards nomination page
- Display a ballot box with nomination forms

CONTACT FOR MORE INFORMATION OR SUPPLIES

Bridget Mearns 403-317-3218 or Kerry Lowe 403-331-0022

An initiative of the Lethbridge Chamber of Commerce

200-529 6 Street South *Lethbridge AB*T1J 2E1

Tel: 403-327-1586 Fax: 403-327-1001

www.lethbridgechamber.com

office@lethbridgechamber.com

