

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Launches Program to Recognize Excellent Customer Service

IMMEDIATE RELEASE

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ROCKFORD, IL — It's a great day in the Rockford Region, and the Rockford Area Convention & Visitors Bureau wants to recognize the people who make it great.

In February, the Rockford Area Convention & Visitors Bureau launched "It's a Great Day in Rockford", a three-part program that celebrates the people and places that make the Rockford region great. In addition to launching a radio show and blog, the CVB is now recognizing visitor industry employees who go above and beyond by providing excellent customer service. RACVB will present two awards each month to visitor industry employees – i.e., front desk staff at an attraction or hotel, wait staff, sales staff, cleaning staff – who takes customer service to the next level.

"Consistently providing excellent service to our visitors is one way we can differentiate our community from the competition," stated John Groh, RACVB president/CEO. "A happy customer will likely become a repeat customer. We want to celebrate the folks on the front lines that are making a difference and helping our guests have a positive experience."

It's A Great Day in Rockford Service Award winners for February and March are:

- Susan Smolarek, Director of Sales, Best Western Clock Tower Resort & Conference Center;
- Kip Hartsfield, Owner, and Cristy Giacone, Manager, Crimson Ridge;
- Debbie Hutchinson, Sales & Event Specialist, Cliffbreakers Riverside Resort and Lexington Hotel; and
- Leticia Camarillo, Administrative Assistant, Chicago Rockford International Airport.

Area residents are invited to submit nominations: Have you experienced excellent service? Were you "wowed" by someone going the extra mile? If so, send an email to Monica Krysztopa, RACVB vice president at mkrysztopa@gorockford.com or call 815.963.8111.

RACVB is a private, non-profit organization established in 1984 to champion efforts to promote the Rockford Region as an overnight visitor destination. The RACVB adds wealth to the region's economy by investing in marketing programs that grow tourism.
www.gorockford.com

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FOR MORE INFORMATION:

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