

Service is the 'Boat's Business

Spurs on Service Program Boosts Businesses this Holiday Season

Molly Killien

STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION

STEAMBOAT SPRINGS

Cowboy hats, ski poles and Champagne Powder are things visitors can expect this holiday season in Steamboat Springs. But what else can they be sure to find while staying in the Yampa Valley? Simple: Everyone is sure to find lots of friendly smiles. Steamboat's legendary snow is almost as well known as the friendly people and genuine, western hospitality that is found in this part of Colorado. Folks in this area have been hanging their hats on Steamboat's friendly reputation for more than a century. Many believe that this unique quality is one of the factors for Steamboat Springs' reputation as a world-class resort destination. The Steamboat Springs Chamber Resort Association's Spurs on Service program is a tool that local businesses can use to ensure that new and seasoned employees understand this legacy and that they are continuing to foster these ideals by being a part of the Steamboat service community.

Get Staff Trained

Excellent customer service is absolutely essential to the success of local businesses. The changing economy, coupled with visitors tightening their belts when they choose to spend discretionary money, has never been more important to exceed guests' expectations and to go the "extra mile" in creating lasting, positive experiences in Steamboat Springs. With visitors coming from near and far to experience Steamboat's genuine, western hospitality, business owners can prepare

At a glance

■ 4 Spur*

ResortQuest Steamboat, Holiday Inn Steamboat, The Porches/Pinnacle Resort Management, Moving Mountains Chalets, Sheraton Steamboat Resort, Big House Burgers, Mazzola's Majestic Italian Diner, Hazie's, Old Town Hot Springs, City of Steamboat Springs

■ 3 Spur

Rex's American Grill & Bar, 3 Saddles at The Sheraton

■ 2 Spur

Starbucks, Ragnar's

■ Not Yet Rated

Steamboat Grand Resort Hotel, Northstar Management/Chateau Chamonix, Pioneer Ridge Management, Mountain Resorts Hotel Bristol, Sevens at The Sheraton, Yampa Valley Regional Airport, Steamboat/High Mountain Snowmobile Tours, Special Places of Steamboat

*4 Spur rating is the highest ranking. For more information or to set up a Spurs on Service training, contact Meagan Coates, Community Development Manager, at 970-875-7003 or meagan@steamboatchamber.com.

and educate their employees by participating in the Spurs on Service program. It all starts with a phone call. When a business is interested in becoming Spurs rated, they simply contact the Chamber, and a Spurs Presentation, also known as the Traveling Hospitality Road Show, can be set up. Trained members of the Chamber network travel to various establishments throughout the valley creating relationships and starting conversations about what makes Steamboat Springs service savvy.

What to Expect

The 30 minute Spurs on Service presentation is a free, fast and motivational approach to

customer service. The Chamber views Spurs on Service as not just training, but also an engaging presentation full of friendly reminders, service tips, Steamboat history and facts and a Steamboat Springs video outlining how exceptional customer service is as historical to the valley as the Yampa root itself. The program aims to unite the Steamboat Springs community with a common service oriented vision.

"We want every Spurs on Service attendee to walk away with a greater understanding and appreciation of the community that they are living in," said Sandy Evans Hall, executive vice president of the Chamber. "Our Spurs on Service program allows our service community to grasp a 'Blow 'em away' spirit."

Enroll in Spurs on Service

Spurs on Service is a program for businesses with the intention of perpetuating our western, friendly culture. It is a multi-pronged program with rewards for employees and employers. If businesses are looking for a community program that will recognize them for outstanding service, Spurs on Service is it. The components of the program include Steamboat culture training, comprehensive information packets, Web site resources, a business service certification program and two secret shopping experiences. Here is how these components combine to create the Spurs on Service program:

■ **"Steamboat culture" training:** Includes the Steamboat genuine friendliness, facts and history about the town and information resources. This training is offered in general sessions, individual business appointments and on DVD for

employer self-training.

■ **Information packets:** A packet of resources including a specially tabbed Steamboat visitors guide, maps, bus schedules, history facts and more will be included with training and delivered to all storefronts to be kept at the registers for all to use.

■ **Web site resources:** Self-training information and videos are available for businesses and their employees at www.steamboatchamber.com/spurs.

Businesses can enroll for an annual fee of \$150 to earn a Spurs rating signifying the quality of friendliness of their business. This service qualification is printed in the visitors guide in the free listings for guests to see, and each business receives a point-of-sale plaque, use of the Spurs logo for advertising and recognition in Chamber publications and on the Chamber Web site. All businesses enrolling in the program will receive a free copy of training DVD for in-house use.

"We have found (Spurs on Service) to be a very valuable service offered by the Chamber to assist us with staff training," said Robin Craigen, owner of Moving Mountain Chalets and a current 4 Spur business. "Our business is built around providing people with the best vacation experiences of their lives. In providing these types of experiences we make great personal connections with our guests that create tremendous loyalty not just to Moving Mountains, but also to Steamboat as the destination of choice for future family vacations.

"A big part of what makes it special to come to Steamboat is when our employees understand and embrace our community values and history. This familiarity



MOLLY KILLIEN/CHAMBER RESORT ASSOCIATION

Robin and Heather Craigen, owners of Moving Mountains Chalets, display their 4 Spur award at their offices in Steamboat Springs. Moving Mountains Chalets has been in the program since 2008.

enables them to further enhance the guests' connection to our community. This, in turn, builds brand loyalty to Steamboat that brings the same guests back year after year," Craigen said.

All types of businesses can enroll in the Chamber's Spurs on Service program. Great service is significant in every sector of the community. Restaurants, retailers and lodging and activity companies have joined the program and are seeing the fruits of their labors. Be recognized for work you already are doing. It is as easy as that! This holiday season, regardless of Spurs ratings and training sessions, each of us is responsible for perpetuating Steamboat's genuine, western hospitality. This month, make the choice to provide great customer service to every individual. Anticipate their needs, greet them with enthusiasm, warmth and kindness and, above all, demonstrate why Steamboat is renowned as such a great community.



www.steamboatchamber.com
events • programs • hot deals

Upcoming Events

December 11 Business Outlook Breakfast

Come hear a panel of representatives from lodging, construction, real estate, ski industry, and finance discuss the current state of the economy on each industry. Q&A session to follow. Coffee and pastries provided. \$10 for members, \$15 for non members. Please RSVP@steamboatchamber.com or 875-7000.

7:30 a.m. at Rex's American Grill & Bar

December 16 Business After-Hours Mixer

Join your fellow chamber members for FREE food, FREE drinks, and excellent business connections. Start at the NEW Kids Vacation Center, venture through the new base facilities, and end at 3 Saddles at The Sheraton. Free parking! Dress Warm!

5:00-7:00 p.m. at The Mountain

New Members

Electronic Systems Group

Don Anderson

(970) 376-3922

www.vaillelectronics.net

Har Mishpacha

Bert Halberstadt

(970) 879-2082

74 Park Pl.

www.harmishpacha.org

"Har Mishpacha" (Mountain Family), the Jewish Congregation of Steamboat Springs, supports a Jewish experience based on worship, education for adults and children, cultural heritage, social interaction and community involvement thought the Steamboat area. As a progressive Reform congregation, its members and families are active in professional, business, religious and educational activities throughout the Yampa Valley.

This page is Sponsored by:



**Serving you makes
all the difference!**

Find unique holiday gifts for everyone on your list including books, calendars, cards, toys, games, puzzles and much more!

Located on 9th Street behind Fuzziwig's
Holiday Hours: Monday – Saturday 8:00 a.m. – 9:00 p.m. and Sunday 9:00 a.m. – 6:00 p.m.
(970) 879-6930

