Professional Certification 2011

The Next Generation of Hospitality
**CERTIFICATION CAREER PATH**

| Executive | | | | | | | | Front Office | Revenue Management | Food & Beverage | Housekeeping | Maintenance | Security | Human Resources | Sales |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CHA | Certified Hotel Administrator | / | | | | | | | | | | | | |
| CRDE | Certified Rooms Division Executive | | | | | | | | | | | | | |
| CFBE | Certified Food and Beverage Executive | | | | | | | | | | | | | |
| CHRE | Certified Housekeeping Executive | | | | | | | | | | | | | |
| CEOE | Certified Engineering Operations Executive | | | | | | | | | | | | | |
| CLSD | Certified Lodging Security Director | | | | | | | | | | | | | |
| CHRE | Certified Human Resources Executive | | | | | | | | | | | | | |

| Department Head | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CHS | Certified Hospitality Supervisor | | | | | | | | | | | | | |
| CFDM | Certified Front Desk Manager | | | | | | | | | | | | | |
| CHRM | Certified Hospitality Revenue Manager | | | | | | | | | | | | | |
| CRM | Certified Restaurant Manager | | | | | | | | | | | | | |
| CHM | Certified Housekeeping Manager | | | | | | | | | | | | | |
| CMM | Certified Maintenance Manager | | | | | | | | | | | | | |
| CLSS | Certified Lodging Security Supervisor | | | | | | | | | | | | | |
| CHDT | Certified Hospitality Department Trainer | | | | | | | | | | | | | |

| Supervisor / Managerial | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Line | | | | | | | | | | | | | |
| Front Desk Representative | Bell Attendant | Concierge | F&B Operator | Reservationist | • Valet | Frontier Cashier | Restaurant Server | Room Service Attendant | Cocktail Server | Banquet Set-Up Employee | Kitchen Steward | Bus Person | Bartender | Banquet Server | Guestroom Attendant | Public Space Cleaner | • Maintenance Employee | CLSO | Certified Lodging Security Officer | |
| CGS | Certified Gaming Supervisor | CMHS | Certified Master Hotel Supplier | CHE | Certified Hospitality Educator | CHI | Certified Hospitality Instructor | CSS | Certified Spa Supervisor | CGSP | Certified Guest Service Professional | |

**FREE iPhone App**

Receive hospitality training advice with AHLEI’s, FREE application by downloading it to your iPhone, iPod Touch, or iPad. Hospitality iCoach generates random hospitality training tips in Leadership, Front Desk, Food and Beverage, Housekeeping, and Maintenance with a shake of your hand. Tips can be used as training refreshers, discussion starters, or idea generators for future training sessions. Recently updated, new features include:

- the ability to screen touch to see new tips, in addition to the current shake functionality
- alerts users with animation and sound when changing between tips
- allows user to see new and updated tips first

New tips continually available!

**FREE DOWNLOAD, visit http://itunes.apple.com/app/hospitalityicoach/id366676012?mt=8.**
Importance of Certification?

Continuing education is a lifelong process and is motivated by a number of factors, including curiosity, self-identified gaps in knowledge, and the desire to provide the very best as an individual – and the very best guest service.

AHLEI is committed to delivering the highest quality education and training resources, and strongly supports and encourages the certification of all individuals working in the hospitality industry.

Certification demonstrates proficiency. It is a concrete indication of your skill, and shows employers and guests that you are committed to your profession and are well trained with proven abilities.

Although certification is voluntary, individuals have the responsibility to demonstrate competence before expecting the recognition and rewards of a profession. In addition, certification and the process of certificate maintenance through continuing education lend credibility to many professions in legislative and policy arenas.

Getting Certified

To become certified, an individual must fulfill the knowledge and experience components specified in each designation, and successfully complete the appropriate examination.

AHLEI recommends that you carefully review the prerequisites for the designation of interest, to ensure that you meet the eligibility requirements.

For complete qualification information, paperwork requirements, application and information on the specific exam you are interested in, please visit the AHLEI website at www.ahlei.org/certification, or call 1-888-575-8726 or 1-407-999-8100.

Qualifications

A qualification recognizes the competence of individuals in specific areas. A certification candidate must currently hold the qualifying position in order to apply for a designation and take the certification exam.

You will find the prerequisites for the certification on the first page of the application form. Qualifications are available for executive, department head, manager, supervisor, trainer, security, hospitality educator, hotel supplier, line-level, and spa.

Candidates who complete the qualification process, including completion of the eligibility requirements will receive a certificate and lapel pin upon successful completion of the exam.

The certification designation may be used on letterhead, business cards, and other writings.

Recertification

Upon successful completion of the certification designation, a time-limited certificate will be issued along with a packet of information for completion of the Recertification Maintenance Program.

Recertification begins the day a candidate earns their certification, and designees hold their certification for five years.

During this time, the program requires that the certification designee maintain their qualifying position within the industry; and earn a minimum amount of documented points by fulfilling various activity requirements based on the level of involvement and time spent doing the activity within the next five years.

The categories for which points are awarded include:

- Professional Experience
- Professional Development Activities/Seminars
- Industry Related Involvement
- Educational Services

Upon successful completion of the Recertification Maintenance Program, the certification holder will be permitted to continue using the initials as part of their certification designation.

Online Exams

AHLEI offers select certification exams online. Our high-quality exams are designed to ensure maximum value to our customers, and each has been rigorously tested before release.

Candidates must submit an application and meet the necessary prerequisites. All online exams require that examinations be administered under the supervision of a proctor.

Review Sessions and Exams

Certification-specific review sessions and exams are offered for select designations. A standard review session features a full day of activities. This instructional period provides an overview of the program materials that you study prior to attending the review and allows you a chance to ask questions in an informal discussion environment. The review class is an excellent opportunity to prepare for the proctored exam session.
Certification Process

1. Application is received
   Single Applications – the turnaround time is approximately two weeks.
   Groups (more than five) – the turnaround time is approximately four weeks.
   The turnaround time is based on our receiving complete applications in our Orlando office with: form of payment, updated resume, job description, and organizational chart. If these supporting documents are not included – the process takes longer to complete.

2. Exam preparation material is sent out
   Once the applicant has been qualified and we have received all supporting documentation and payment, then we will ship the exam preparation material to the candidate.
   Executive Level, Department Head Level, Manager Level, and Certified Lodging Security Supervisor (CLSS) – after processing the completed application, the exam preparation material should be received within two weeks.
   Supervisory level and Line-level – do not receive exam preparation material with the application fee.

3. Examination
   The candidate has six months from their date of enrollment into the certification program to successfully complete the exam. The six-month time frame includes two re-takes. It is recommended that the candidate take the exam three to four months after applying into the program (to allot for time to re-take – if necessary).
   The turnaround time for the individual to receive their score for the paper-based exam is approximately four weeks from when we receive the exam in our Orlando office.
   Online exam is available for most designations. A proctor is required when taking an online or paper-based exam. Online exam scores are received upon completion of the exam.
   - Re-take fees:
     - Executive level: $75 each
     - Department Head level and Manager level: $50 each
     - Supervisory Level and CHDT: $25 each
     - Line-level: there are no re-takes available; the candidate would need to reapply into the line-level program.

4. Candidate Passes Exam
   The candidate receives pin and certificate approximately three weeks after successfully passing the certification exam. Candidates enrolled in the Early Entry (Plan C) option do not receive a certificate and pin until the time requirement has been met.

5. Recertification
   Designations that recertify and fees: Executive level $200, Department Head level $200, and Manager level $100. Candidates must recertify every five years to maintain their designation.
   - Each line-level employee who completes the Guest Service Gold Training Program or an equivalent training program offered by the property is eligible to become a Certified Guest Service Professional (CGSP).
   - A property that certifies 100% of its line-level positions will become a Certified Gold Property, and will receive a Certified Guest Service Professional Property Certification.

Guest Service Gold Training Program
   Guest Service Gold features a video with seven brief stories designed to motivate and inspire hotel employees to ‘go for the gold’ when it comes to providing service above and beyond the call of duty.
   Program includes:
   - DVD, pre-shift lesson plans, one Trainer’s Guide, five Participant Workbooks
   - 22 minutes, ©2011
   - 06500DVP01ENGE – English/Program $224.95 | AH&LA member $179.95
   - Additional Participant Workbooks
     - 06500WKB01ENGE – English/Workbooks $10.00 | AH&LA member $8.00

Guest Service—Training and Certification

Top hotels have long known that the secret to exceptional guest service involves training their employees to be emotionally engaged with guests. This comprehensive program is designed to accomplish the goal of creating guest service-oriented line-level employees who know how to engage with their guests in order to provide memorable guest service.
   - Each line-level employee who completes the Guest Service Gold Training Program or an equivalent training program offered by the property is eligible to become a Certified Guest Service Professional (CGSP).
   - A property that certifies 100% of its line-level positions will become a Certified Gold Property, and will receive a Certified Guest Service Professional Property Certification.

Certified Guest Service Professional (CGSP)
Individually Certified—CGSP
   - Complete and return a CGSP application to the Educational Institute, along with fee.
   - Successfully pass the 30-question certification exam (available online or by hard copy) with a score of 80% or higher.
   - Within the three month enrollment period, candidate is allotted one re-take at $15.00.

Successful candidates will receive: CGSP Gold lapel pin, to be worn on their uniform in recognition of their knowledge and skills in guest service.
   ©2011 – English/Certification $75.00 | AH&LA member $50.00

Property Certification—CGSP
   - Complete and return a CGSP Property Application to AHLEI.
   - Have 100% of all line-level positions receive designation as CGSP through AHLEI.

Successful properties will receive a CGSP Property Certification Plaque to display prominently at the front desk so guests will know they have selected to stay at a property devoted to providing the GOLD standard of guest service. $100.00 application processing fee.

For certification prerequisites and qualifications, visit www.ahlei.org/guestservicegold.
Certified Hotel Administrator (CHA) Online Review Session

The CHA Online Review Session offers busy hospitality professionals a convenient, self-paced means to prepare for their CHA exam. It offers the same instruction as the live event and more!

This 6.5-hour online session includes:

- Six (6) modular presentations that correlate to each section of the study materials:
  - Financial Management
  - Marketing and Sales
  - Leadership Management
  - Human Resources Management
  - Rooms Management
  - Food and Beverage Management
- 120 days of access to the web-based review session
- Sample examination questions

©2011 – English/Certification

CHA and CFBE Online Assessment Tool

Candidates for the Certified Hotel Administrator (CHA) or Certified Food and Beverage Executive (CFBE) professional certifications can test their readiness for the exam with the new online Assessment Tool available from the American Hotel & Lodging Educational Institute (AHLEI).

- The CHA Assessment Tool consists of six 30-question quizzes that correlate to the six sections of the CHA exam preparation material.
- The CFBE Assessment Tool consists of six 20-question quizzes that correlate to the six sections of the CFBE exam preparation material.

After completion of the test, which contains questions similar in format and content to those in the corresponding exam, candidates receive an evaluation report indicating their score and skill level against the required benchmarks. The assessment includes a detailed performance report and a review of missed questions. It also identifies where the correct information may be found in the corresponding Exam Preparation Booklet and Resource Materials CD for further review, and includes:

- 120 days of access to the Assessment Tool
- Three opportunities to practice each section
- Assessment report after each use

The Assessment Tool is available only to those hospitality candidates who have submitted a CHA or CFBE application to AHLEI and have met the necessary prerequisites for the specific certification program.

Price: $75.00 each

EXECUTIVE DESIGNATIONS

A qualification recognizes the competence of individuals in specific areas. A certification candidate must currently hold the qualifying position and meet the prerequisites in order to apply for a designation and take the certification exam.

Certified Hotel Administrator (CHA) $650.00 | AH&LA member $450.00

Certified Lodging Manager (CLM) $575.00 | AH&LA member $400.00

Qualifications and requirements

Employed as a general manager, owner/operator in a lodging hospitality company. Or employed as a corporate executive responsible for the operation of three or more properties, who serves as a regional or corporate director of operations, or has ultimate corporate responsibility for rooms, marketing, accounting and finance, human resources, and engineering.

Prerequisites: Candidate who is in a qualifying position may apply for certification in one of three ways (see application for additional details):

PLAN A – Education Emphasis

Requires a minimum two-year degree from an accredited institution and two years of full-time experience in the qualifying position.

PLAN B – Experience Emphasis

Requires three years of full-time experience in the qualifying position.

PLAN C – Early Entry

Required to meet the experience in the qualifying position in order to earn the Professional Certification designation.

In order to excel in my career, I knew it was necessary to earn my position and leadership specific certification. Earning the CRDE, and later the CHA, is a proven testament to my commitment to my craft and lifelong learning. I’m thankful for the opportunities that have presented themselves throughout my career and have no doubt they would not have been possible without my certifications.

Randall Z. Williams, CHA, CRDE
Senior Resort Manager
Hyatt Windward Pointe

The Educational Institute has over the past 40 years provided me with cutting edge resources to assist in my educational endeavors, of developing customer oriented professionals in the Hospitality Industry. I have always reached out to AHLEI for their resources of information pertaining to the industry, and they have always delivered the resources I was in need of both for my staff in hotels, as a General Manager for over 15 years and now for my students studying Hospitality Management in higher education.

John H. Smith, Jr. CHA,FMP,CS.CA
Professor
Culinary Arts & Hospitality Management
Community College of Philadelphia
DEPARTMENT HEAD DESIGNATIONS

Certified Rooms Division Executive (CRDE)
Certified Food and Beverage Executive (CFBE)
Certified Engineering Housekeeping Executive (CHHE)
Certified Engineering Operations Executive (CEOE)
Certified Human Resources Executive (CHRE)
Certified Hospitality Trainer (CHT)
Certified Lodging Security Director (CLSD)
Certified Lodging Security Supervisor (CLSS)
Certified Hospitality Sales Professional (CHSP)
Certified Maintenance Manager (CMM)
Certified Restaurant Manager (CRM)
Certified Housekeeping Manager (CHM)
Certified Hospitality Revenue Manager (CHRM)
Certified Housekeeping Manager (CHM)
Certified Lodging Security Director (CLSD)
Certified Food and Beverage Executive (CFBE)
Certified Rooms Division Executive (CRDE)

Qualifications and requirements

CRDE
Assistant general manager or rooms division executive at a lodging hospitality company.

CFBE
Food and beverage director in hotel food and beverage administration, executive chef, or general manager of a freestanding restaurant facility.

CHHE
Executive housekeeper or director of housekeeping at a lodging hospitality company.

CEOE
Director or chief of engineering at a lodging hospitality company.

CHRE
Human resources director at a lodging hospitality company.

CHT
Property-level training director or corporate level training executive (corporate-level is defined as overseeing training initiatives of at least three or more hotel properties in a lodging hospitality company). Fifty percent or more of your job duties involve overseeing training initiatives for the hotel property.

CLSD
Security director at property level or as a corporate executive employed by a firm responsible for the operation of three or more properties, who serves as a regional or corporate director of security, or has ultimate corporate responsibility for security and/or risk management issues.

Prerequisites: Candidate who is in a qualifying position may apply for certification in one of three ways (see application for additional details):

PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and one year of full-time experience in the qualifying position.

PLAN B – Experience Emphasis
Two years of full-time experience in the qualifying position.

PLAN C – Early Entry
Required to meet the experience in the qualifying position in order to earn the Professional Certification designation.

MANAGERIAL DESIGNATIONS

Certified Front Desk Manager (CFDM)
Certified Hospitality Revenue Manager (CHRM)
Certified Restaurant Manager (CRM)
Certified Housekeeping Manager (CHM)
Certified Maintenance Manager (CMM)

Qualifications and requirements

CFDM
Department-level manager in front desk operations, front desk manager or assistant front desk manager at a lodging hospitality company.

CHRM
Manager input of data and report generation. Manage block activity and monitor property management system. Manage and supervise reservations. Fifty percent or more of the duties and responsibilities involve revenue management, including forecasting, analyzing inventories, rates and occupancy.

CRM
Department-level manager in food and beverage administration, restaurant manager, or assistant restaurant manager.

CHM
Department-level manager in housekeeping operations, housekeeping manager or assistant housekeeping manager at a lodging hospitality company.

CMM
Engineering manager, maintenance manager, assistant engineering manager or assistant maintenance manager at a lodging hospitality company.

Prerequisites: Candidate who is in a qualifying position may apply for certification in one of three ways (see application for additional details):

PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and six months of full-time experience in the qualifying position.

PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

PLAN C – Early Entry
Required to meet the experience in the qualifying position in order to earn the Professional Certification designation.

SUPERVISOR DESIGNATIONS

Certified Hospitality Supervisor (CHS)
Certified Lodging Security Supervisor (CLSS)
Certified Hospitality Department Trainer (CHDT)

Qualifications and requirements

CHS
A person who supervises two or more individuals; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.

Prerequisites: Candidate who is in a qualifying position may apply in one of three ways (see application for additional details):

PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

PLAN C – Early Entry
Required to meet the experience in the qualifying position in order to earn the Professional Certification designation.
A person who supervises two or more individuals; has responsibilities for security issues at property-level; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.

**Prerequisites:** Candidates in a qualifying position may apply in one of two ways (see application for additional details):

### PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

### PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

**CHDT**
A person who is responsible for training individuals for functional skills; has job duties that are at least 20 percent training in nature and include such tasks as scheduling training and development decisions within a department for line-level staff.

**Prerequisites:** Candidate who is in a qualifying position may apply in one of two ways (see application for additional details):

### PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

### PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

**CLSS**
A person who supervises two or more individuals; has responsibilities for security issues at property-level; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.

**Prerequisites:** Candidates in a qualifying position may apply in one of two ways (see application for additional details):

### PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

### PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

**CLSD**
A person who is responsible for training individuals for functional skills; has job duties that are at least 20 percent training in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.

**Prerequisites:** Candidates in a qualifying position may apply in one of two ways (see application for additional details):

### PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

### PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

**CLSO**
A person who supervises two or more individuals; has responsibilities for security issues at property-level; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.

**Prerequisites:** Candidates in a qualifying position may apply in one of two ways (see application for additional details):

### PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

### PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

**COMING SOON**
Lodging Security Officer Program

The program consists of:
- four modular textbooks
- a DVD
- a workbook with activities and quizzes

Video segments include:
- The Serious Business of Hotel Security
- Spotting Suspicious Activities and Items
- Patrolling: If You See Something, Say Something
- Investigating Incidents
- Emergency Preparedness
- Evacuation Protocols

The LSO program utilizes print materials and various video segments to illustrate the duties and responsibilities of a lodging security officer.

The Educational Institute has been working with the AH&LA Loss Prevention Committee, the U.S. Department of Homeland Security (DHS), and other agencies to update our current security certifications and to develop new programs designed to provide hospitality security personnel and other employees with information on terrorism awareness and anti-terrorism preparedness.
SPECIALTY DESIGNATIONS

Certified Gaming Supervisor (CGS)
$95.00 | AH&LA member $75.00

Certified Master Hotel Supplier (CMHS)
- Supplier
- Food & Beverage
$400.00 each | AH&LA member $150.00 each

Certified Hospitality Educator (CHE)
Domestic – $600.00
International – $650.00

Qualifications and requirements

CGS
A person who supervises two or more individuals in the gaming industry; has job duties that are at least 20 percent supervisory in nature and include such tasks as scheduling, training, interviewing, disciplining, inspecting, and conducting performance reviews; makes decisions and judgment calls while performing daily duties; and has input on hiring and firing decisions within a department.

Prerequisites: Candidate who is in a qualifying position may apply in one of three ways (see application for details):

PLAN A – Education Emphasis
Minimum two-year degree from an accredited institution and three months of full-time experience in the qualifying position.

PLAN B – Experience Emphasis
Six months of full-time experience in the qualifying position.

PLAN C – Early Entry
Required to meet the experience in the qualifying position in order to earn the Professional Certification designation.

CMHS
Prerequisites: Currently hold a position as a supplier of products or services to the hospitality industry, with one year of full-time experience in one or more such positions (see application for details).

CHE
Prerequisite: Current employment as a post-secondary hospitality educator, with at least two years full-time experience in one or more such positions (see application for details).

Certified Spa Supervisor (CSS)
The Certified Spa Supervisor (CSS) is a certificate for spa supervisors and managers. The certification was developed by the International SPA Association in partnership with the Educational Institute.

The CSS application is only available as part of the Supervisory Skill Builders for the Spa Industry program, which must be completed as a prerequisite for certification.

CSS program fee
$95.00 | AH&LA and ISPA members $75.00

Supervisory Skill Builders for the Spa Industry
09510SKP03ENIP - English/Program
$139.95 | AH&LA and ISPA members $109.95

Student Certification
The Certified Rooms Division Specialist (CRDS) is aimed at graduates of the Lodging Management Program (LMP). To qualify for the CRDS designation, graduating high school seniors must complete and pass the LMP exams for both Year 1 and Year 2, and work in the lodging industry for at least 30 days.

Teacher Certification
Teachers who complete all three levels of the Lodging Summer Institute, pass the exams and perform 120 hours of internship will receive the Certified Hospitality Instructor (CHI) certification from the Educational Institute. This provides a great opportunity for teachers as State Departments of Education move towards requiring certification in your specialized field.

For complete information about the Certified Spa Supervisor program, including qualifications, prerequisites, and FAQs, please visit the ISPA website at: http://www.experienceispa.com/education-resources/certification