

Boise Convention & Visitors Bureau Announces ROSE Award Finalists and 'Spirit of Hospitality' Award Winner

March 15, 2019 – The Boise Convention and Visitors Bureau has selected Patrick Rice as the 2019 Spirit of Hospitality Award Winner for the annual [Recognition of Service Excellence \(ROSE\) Awards](#).



ROSE AWARDS
RECOGNITION of SERVICE EXCELLENCE

The ROSE Awards honor employees in the service and hospitality industry who enhance visitor experiences with their enthusiasm and exemplary service.

There are six categories, in addition to the overall Spirit of Hospitality Award, for honorees each year. Nominees in each category are reviewed and scored by a panel of tourism professionals to select finalists. Scores are based on commitment to excellent customer service, longevity, endorsement from colleagues, community service, communication skills, attitude and knowledge. Finalists include:

Accommodations

Ashley Merrill, *Hotel 43/Block 22*
Cavan Scott, *The Grove Hotel*
Sapiel Bolanos, *Comfort Inn and Suites Boise*
Sen Kim, *The Riverside Hotel*

Attractions

Heather Hayes, *Telaya Wine Co.*
Katie Ponzio, *Fly! Boise, Inc.*
Sabrena Nottingham, *CenturyLink Arena*

Behind The Scenes

Armenia Roman, *Inn at 500 Capitol*
Corey Thomas, *Block 22, LLC*
Hafa Alic, *The Grove Hotel*

Dining & Bar

Bridgit Muratore, *The Grove Hotel and Trillium Restaurant*
Laura Hayes, *Old Chicago*
Nancy Echlard, *Hilton Garden Inn Boise*

Retail

Bart Shadbolt, *Albertsons*
Ben Cottier, *Idaho Steelheads*
Tyler Thurston, *Albertsons*

Transportation

Aaron Luevano, *Jimmy John's*
Larry Reed, *Boise Shuttle/Caldwell Transportation*
Thomas Black, *Boise Trolley Tours*

Unlike the other categories, the Spirit of Hospitality award is selected in advance of the event. This honoree is selected by a panel of tourism judges and is the only award at this event that a top-level manager or owner is eligible to receive. This award is for a hospitality member who consistently and positively contributes to the betterment of our community, its organization and the hospitality industry. Judges selected Patrick Rice, Executive Director of Boise Centre and the Greater Boise Auditorium District, as this year's award winner.

He serves on several boards of directors to represent the travel, convention and tourism industries. This includes the Greater Boise Auditorium District, Downtown Boise Association and Boise Metro Chamber Travel Advisory Board, among others.



“Rice’s vision and leadership have been an integral part of the Boise Centre’s continued success since he joined their team in 2000,” said Carrie Westergard, Executive Director of the Boise Convention and Visitors Bureau. “He made expansion of the Boise Centre, and ultimately of Boise’s convention capabilities, a top priority. His success revealed itself when Boise Centre East opened its doors in September of 2016.”

According to Rice’s nominator, he has demonstrated unwavering commitment and dedication for the hospitality industry, city of Boise and his team at Boise Centre during his more than 30 years in the industry. This leadership has helped Boise Centre earn record revenues and guest satisfaction scores from clients and convention goers.

Tourism is one of the top economic drivers in Idaho. The travel industry generates \$1.4 billion annually for southwest Idaho and more than 13,200 Boise-area jobs. The industry would not be nearly as successful without the employees in the service industry who facilitate positive experiences for visitors.

[Public voting](#) for finalists in all other ROSE Award will be open through March 27 to identify winners in each category. Winners will be announced at the ROSE Awards Celebration on April 16 at JUMP. Tickets for the event are now on sale.

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About the Boise Convention and Visitors Bureau

The Boise Convention and Visitors Bureau is a nonprofit organization that works to enhance Boise's economy through the marketing, promotion and selling of the city and region as a site for conventions, corporate meetings, trade shows, leisure travel, cultural, sports, and special events. Each year, Boise hosts hundreds of meetings and special events, which are significant contributors to the local economy. The Boise CVB was established in 1982 and merged with the Boise Metro Chamber of Commerce in 2015.