



To whom it may concern;

First, I would like to start out by introducing myself. My name is Arrow Trudeau; and I am the Assistant General Manager of the Cherry Tree Inn and Suites, and I am also the Secretary of the Grand Traverse Area Hospitality Association. The group that owns and operates TC Certified.

The Grand Traverse Area Hospitality Association would like to announce the launch of the newly updated TC Certified.

As Traverse City continues to blossom and draws in more people, it is important that members of the hospitality industry are well trained in their ability to assist guests and promote all this area has to offer.

As an individual, you will stand out by becoming a more valuable employee through improving your ability to promote the Traverse City area and help guest/visitors make the most of their stays.

As a business, you'll gain an edge with improved guest satisfaction from their interaction with a staff that is well trained and knowledgeable about our great area.

Traverse City has earned its reputation as a premier four-season destination thanks to its impressive list of "top in the country" recognitions and an almost endless offering of activities. But when someone asks you about Traverse City, how well do you *really* know about all this area has to offer?

When you become TC Certified you'll have the latest information to be a great ambassador for the area. You may even be surprised at how much you learn about what's in your own backyard!

After an individual completes the program, he can get a TC certified certificate and lapel pin he can wear to show he is TC Certified. When a business gets 80% of their staff certified, they will receive a certificate that states their business is TC Certified, denoting their dedication to having a trained staff knowledgeable about the Traverse City area.

The training is open to any interested business or individual and can be accessed by going to:

<http://traversecitycertified.com>

For further information you can email GTAHA at: GTAHA@traversecity.org

or call Arrow Trudeau at 231-778-9004