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PA Dutch CVB announces recipients of 2009 Spirit of Hospitality Awards at its Annual Reception

(Lancaster, PA) During its recent Annual Reception, the Pennsylvania Dutch Convention & Visitors Bureau awarded its 2009 Spirit of Hospitality honors to five individuals and organizations who exemplify the best of travel and tourism in Lancaster County.

Al Duncan, General Manager of **Miller's Smorgasbord** in Ronks and **Plain & Fancy Farm and AmishView Inn & Suites** in Bird-in-Hand, was honored with the **Pat Burnley Lifetime Achievement Award** for his crucial role in developing and shaping Lancaster County's tourism industry over many decades. Since 1967, Duncan has expanded, restored, and/or built the above three properties, as well as giving selflessly of his time, energy and resources on the board and committees of the PA Dutch CVB.

Lisa Horn, Director of Fun at **Kitchen Kettle Village** in Intercourse, received the **Spirit of Leadership Award**, which recognizes exemplary professionalism and exceptional service as a supervisory employee. Horn was honored for spearheading numerous creative employee programs and the village's major events and celebrations, including the nationally-acclaimed Rhubarb Festival.

Rockvale Outlets in Lancaster received the **Spirit of Innovation Award**, which recognizes dedication to innovation in such areas as creative marketing or promotion. Rockvale Outlets was honored for recent large-scale promotional events designed to drive attention and traffic to Lancaster County: the Philadelphia Eagle Players Day and the Disney Celebrity Back-to-School Event, both of which featured star power and strong sales promotions, and which jointly brought over 45,000 patrons to the area.

Jasmine Carmona, lobby ambassador at the **Lancaster Arts Hotel** in Lancaster, received the **Spirit of Service Award**, which recognizes industry members who distinguish themselves in promoting Lancaster County tourism through exemplary service and dedication to the consumer. Carmona was honored for her continual efforts to give the outstanding customer service that each guest deserves and constant willingness to assist staff. Her contagious spirit and passion for life are evident in her work and through the connections she makes with others, making her a true asset to the hospitality industry as a whole.

Kitchen Kettle Village in Intercourse received the **Community Spirit Award**, which recognizes an individual or organization whose actions demonstrate service and responsiveness to the local community. Kitchen Kettle Village was honored for its fifteen-year sponsorship of the Lancaster County chapter of the American Cancer Society's annual Volleyball Marathon, which has raised over \$150,000, as well as its Giving Back program that has provided Christmas dinner and goodies to over 500 families in need from the Pequea Valley and Lampeter-Strasburg school districts since 2004.

Lancaster County is a wonderful blend of urban style and rural splendor, and the PA Dutch Convention & Visitors Bureau is dedicated to promoting its many rich cultures, from the Amish to the arts. Travelers can take in our vibrant downtown city life – featuring galleries, great dining, specialty shops, and live music – or explore some of the surrounding towns and villages to get a sampling of the heritage, food, craftsmanship, and hands-on activities for which Lancaster is famous. Visit us today at www.discoverlancasterpa.com.