



Southern and Eastern Kentucky Tourism Development Association

Explore an American Original

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FOR IMMEDIATE RELEASE

Contact: Vicki Kidd
606-677-6139

Spencer receives National Certification



Somerset, Kentucky... Michelle Spencer, Director of Hospitality for Southern and Eastern Kentucky Tourism Development Association (SEKTDA), has completed the "National Professional Certification in Customer Service." This certification is provided by the **National Retail Federation (NRF) Foundation Research and Education**.

Spencer is one of the first individuals in the nation to obtain this certification by meeting the NRF requirements, including passing an assessment test of customer service-related knowledge and skills. By earning this

certificate, Spencer has demonstrated knowledge and skills noted as important to successful employment in sales and service.

SEKTDA has been offering the "Shining STAR" Customer Service training to SEKTDA's 46-county region for over three years and has trained over 2, 500 front-line employees. This training includes, know your community, telephone etiquette, attitude, consistency and much more.

Vicki Kidd, Executive Director, states "This national certification will add much more to the Shining STAR Customer Service Program. SEKTDA strives to improve the quality of professionalism offered to the SEKTDA service area."

SEKTDA's mission is to promote, develop and expand the existing and potential tourism industry throughout Southern and Eastern Kentucky in an effort to contribute to the economic and cultural growth of the region. For additional information about "Shining STAR" Customer Service Program please contact Michelle Spencer at 606-677-6142.

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