

# RECOGNITION BEST PRACTICES

Hilton

## OPERATION: OPPORTUNITY

OUR MISSION IS YOUR SUCCESS

At Hilton we are extremely proud of our military Team Members' service to our country. Whether they are a veteran, military spouse or still continuing to serve in the National Guard and Reserves, they have made tremendous sacrifices and are bringing unique skills and experiences to our team. Showing appreciation and recognizing these special Team Members are key components to our military-friendly culture at each of our locations across the United States. There are many ways to celebrate service, and we have listed some examples below:

### MILITARY SERVICE LAPEL PINS

These hand-painted lapel pins were created, with approval from the Department of Defense, for our veteran Team Members (this includes those currently serving in the National Guard and Reserves). We recommend that you present these pins to your new veteran Team Members on their first day of work. The pins can be presented by the General Manager, their direct manager, your Military Commander or their Military Sponsor. A great way to present these pins to all your current veteran Team Members is to host a pinning ceremony.



These pins are approved by all brands to be worn with all uniforms and can be ordered at no cost at [operationopportunity.com/pins](https://operationopportunity.com/pins).

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### CHALLENGE COINS

Challenge coins are a sacred tradition in the military. Used as a recognition tool, challenge coins are typically presented by unit commanders in recognition of special achievements. Our Hilton challenge coins carry the same meaning. These coins can be used to recognize a Team Member for going above and beyond, related to our military program. For example, a hiring manager who made a large effort to focus on hiring veterans and spouses, a Team Member who helped with the onboarding and retention of other military Team Members, or a Team Member who did something special for a military Guest. These should be used at the discretion of the General Manager, Human Resources team and Military Commander.



Coins can be purchased at [hilton.girvinstores.com](https://hilton.girvinstores.com)

## RECOGNITION WALL

Many properties have created a “Wall of Honor” or “Hilton’s Heroes” area in their Heart of House. These walls include a photo of each military Team Member, their branch affiliation and their department. Some properties also choose to highlight a different military Team Member each week or month, depending how many military Team Members they have on the team.



## VETERANS DAY

- Service Lapel Pinning Ceremony: Recognize your Team Members by hosting a ceremony to present each of them with the Hilton military service lapel pin. These pins come with a certificate and are specific to the branch in which they served.
- Host a breakfast, lunch or reception to honor and thank your veteran Team Members.
- Create a slide show with pictures of each Team Member from their time in service with their branch listed. This can be shown all day in your heart of house or at a special breakfast, lunch or reception.
- Create a “Wall of Honor” in your heart of house with pictures of each military Team Member or a gold star with their name and branch listed.
- Create an opportunity for all your Team Members to write a note to our veteran Team Members letting them know that their service is appreciated. Then, create a “Wall of Thanks” to post all the notes.
- Participate in your local Veterans Day Parade and give your military Team Members and families the opportunity to walk in the parade. *(Post COVID-19)*
- Purchase Operation: Opportunity hats, t-shirts or challenge coins on the Team Member store: [Hilton.girvinstores.com](https://www.hilton.girvinstores.com).
- Organize a military community service project with a local organization, such as the USO.
- Coordinate with the veteran Team Member’s manager to make sure they will be available for the celebration you are hosting. If possible, try to have their schedule adjusted so they can attend.



## MILITARY SPOUSE APPRECIATION DAY

Our military spouses have served our nation and deserve to be recognized alongside our veteran Team Members! Military Spouse Appreciation Day is the perfect time to make these Team Members feel special. You can:

- Hold a breakfast, lunch or reception in their honor.
- Present them with a token of appreciation, such as a flower or certificate.
- Recognize your military spouse Team Members on a "Wall of Honor".



## Key Dates

### November

Veterans and Military Families Month

Nov. 11 Veteran's Day

### **2022**

### May

Military Appreciation Month

May 6 Military Spouse Appreciation Day

May 21 Armed Forces Day (in honor of those who are currently serving)

May 30 Memorial Day (in honor of those who have paid the ultimate sacrifice)

**THANK**  
*you!*  
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For assistance reach out to: [military@hilton.com](mailto:military@hilton.com)