

World Class Certification Services™

Toll Free: 1-800-961-6005 Main: 303-757-3663 Intl: 001-303-757-3663 Fax: 303-757-6200

4340 E. Kentucky Avenue, Suite 135, Denver, Colorado 80246 USA

www.wccsi.com



PROGRAM OVERVIEW, FEES, RULES AND REQUEST FORM

Achievement of World Class Certification™ is the most prestigious hospitality award any top-tier hotel, resort or restaurant can obtain, and it will position your business above all others. Earning the World Class Certified™ award is not an easy or inexpensive undertaking, but once achieved, you will find that having your business World Class Certified™ will be a most gratifying and rewarding experience for both you and your guests.

By closely following the procedures outlined below, your top-tier business can achieve World Class Certification™ in as little as 90 days. We encourage you to print out the following pages and become familiar with the steps, policies and fees associated with the program. We welcome your inquiry and in advance, wish you all the best in your quest to achieve World Class Certification™.

Sincerely,

World Class Certification Services™

Achieving World Class Certification™ – The Process Step by Step:

1. The first step is a complete understanding of the policies, steps, and fees. This information is detailed herein. Once you have an understanding of the program, you will need to request the Inspection Form(s) for your business first. 25% of the total fee is due when you send the request form to our office. When we receive your request form and payment information, we will send you the inspection form(s) for your business. When you receive the form(s) from us, you should then conduct the pre-inspection of your own business. By doing this, it allows you plenty of time to take care of issues that must be addressed first, in order to pass the “Live and anonymous” future inspection.

2. When you are ready for the anonymous inspector to visit your establishment, complete the Request Form and send it into us. 50% of the fee is then due. Upon receipt, we will schedule your business for an inspection. Yes, you will know what week the inspection will be taking place, but you will not know the day or time, nor will you know who the inspector is. (The Inspector may be accompanied by a guest.)
3. The inspector will visit your establishment twice within a one week period, acting just like a regular guest. The inspector will be using the exact same inspection form(s) that will be sent to you. There are no surprises, and you will know exactly what the inspector will be looking for. If you request certification for both your lodging facilities and one restaurant, the Inspector will stay at your hotel for five nights and dine in the fine-dining restaurant a minimum of twice. Inspections for both business operations (Hotel/Resort and Restaurant) will occur during this one week period. Upon completion, you will meet with the Inspector and find out if you have passed the inspection. If your own pre-inspection scored 100%, it is reasonable to believe that your business should also pass the "live" inspection. If for any reason your business does not pass the inspection, the Inspector will explain why.
4. If you have successfully passed, you will be immediately presented with the printed World Class Certified™ certificate, six signed window logos, and a draft version of the worldwide media announcement for your approval. If you would like the media present at this meeting, we will coordinate this special media event with you. Your World Class Certified™ Award will then be ordered, and in approximately 90 days, this award, along with a black, gold engraved plaque will be shipped directly to you. Upon your receipt of the Award, the final balance of 25% of the fee is then due.
5. If you are having your lodging facilities AND one restaurant inspected, we will treat both of these inspections as two events. If either the lodging OR restaurant inspection does not pass, we will reschedule that inspection to take place at a future date at your convenience.
6. If your establishment does not pass this first inspection, you must wait 60 days before having your business re-inspected. You may have your business re-inspected up to a maximum of three additional times in a one year (12 month) period. Your only cost for any re-inspection(s) will be for the travel expenses of the inspector. This cost must be prepaid. For those who request certification of both lodging AND a restaurant, one may pass and the other one may not. Either way, there is a 60-day waiting period between re-inspections.
7. If, after the initial inspection and three subsequent re-inspections your business does not pass the inspection criteria, we will gladly refund up to 25% of the total amount of the total fees you have paid in. No refunds of any other funds are possible. Achieving World Class Certification™ is not guaranteed.
8. Your World Class Certification™ is valid for a two year period. Near the end of the two-year period, we will contact you to make arrangements for the renewal. Your business must again pass the current inspection guidelines and the Inspector will anonymously visit your establishment again, just like the first time. Upon passing, you will receive a new printed World Class Certification™ certificate, new window logos for the new two year period, and another World Class Certified™ Award will be provided.

Policies and Rules

World Class Certification Services (WCCSI) is a division of National Restaurant Consultants, Incorporated. The firm provides World Class Certification™ for top-tier hotels, resorts, restaurants and destination properties worldwide. As the applicant, I understand that I am under no obligation to complete the inspection process and I may discontinue my involvement at anytime.

PRE-INSPECTION: I understand that by requesting the inspection form(s) that I should use them to conduct a preliminary inspection of my business operation prior to requesting the on-site anonymous inspection of my business. The pre-inspection forms that WCCSI sends to me do not need to be sent back as these are for my pre-inspection use only.

REFUNDS: Because of travel and time commitments that WCCSI makes to arrange for the inspection of your business, WCCSI regrets that all payments are non-refundable with one exception: Should the business not achieve World Class Certification after a total of four (4) inspections within a 12 month period, WCCSI will refund up to 25% of the total fees paid in to date back to client.

NON-PAYMENT: Dates for the requested inspection(s) cannot be confirmed and travel arrangements cannot be made until payment has been received from applicant. In the event of any non-payment of any amounts due, WCCSI shall retain the option of discontinuing work unless applicant makes payment arrangements in advance.

HOLD HARMLESS AND AUTHORITY TO PERFORM: Applicant agrees to hold WCCSI, National Restaurant Consultants, Inc., the Inspector and company officers harmless from any damages, direct or indirect of any kind as a result of the inspection/award services provided by WCCSI. Applicant agrees to give WCCSI and its Inspector the authority to carry out the on-site anonymous inspection(s) and to positively present my establishment in any media. Any controversy or claim shall be settled by binding arbitration with proceedings held in Denver, Colorado.

INABILITY TO PASS INSPECTION-CONFIDENTIALITY: The inability of the business to pass any inspection, for any reason, will not be disclosed by WCCSI, the Inspector or any other party.

THE INSPECTOR: The Inspector will be assigned upon WCCSI receiving your request for an inspection. Applicant will not know the identity of the Inspector until the anonymous on-site inspection has been completed.

PROMOTION AND MEDIA RELEASE: Applicant agrees to let WCCSI place the business name, photograph, logo and promotional wording on the WCCSI web site, run world-wide media releases, advertise and otherwise openly promote that the business has achieved World Class Certification™ without limitation, and grants this release without payment of royalty or other fee.

INSPECTION RESULTS ARE FINAL: I understand and agree that the Inspector's findings are final in nature, and should my business not achieve World Class Certification™ on the first visit, I will not receive any documentation other than the inspection report which will clearly explain why the business did not pass.

RESCHEDULING: Should my business not pass the first inspection, I acknowledge that I may reschedule a future re-inspection of my business no sooner than 60 days from the date of the first inspection. I also acknowledge that I may have my business re-inspected a total of three more times, and the only cost will be the prepaid travel expenses for the inspector to visit my business again. Should my business not pass the inspection on the first, or any of the 3 additional permitted opportunities, I shall forfeit winning the award for the next twelve months, and agree that should I decide to attempt World Class Certification™ at a later time, I will have to start over with the certification process. I also understand that should my business not achieve World Class Certification™ after a total of no less than four attempts, I will receive a 25% refund on all of the funds I have paid in to date (not including travel expenses) and this refund shall be provided back to me no later than 30 days after the final attempt.

PRESENTATION OF WORLD CLASS CERTIFICATION™: When the Inspector is done with the inspection(s), you will be immediately notified of a meeting with the Inspector on the final day. The final inspection results will be reviewed in detail with you, and if you have successfully passed, you will be immediately presented with the printed World Class Certification™ certificate, six window logos, and the Inspector will provide the worldwide media announcement draft wording for your approval. If you would like the media present during the meeting with the Inspector, we will coordinate this special media event with you. We strongly suggest that you take every advantage of this once-in-a-lifetime marketing opportunity. Your World Class Certified™ Award will be ordered at this time, and in approximately 90 days, the award, with a beautiful black plaque with gold letters will be shipped directly to you. **TWO AWARDS:** If you are having your lodging facilities AND one restaurant inspected, we will treat both of these inspections and the certifications and awards as two separate events.

THE BUSINESS MUST BE OPEN TO THE GENERAL PUBLIC: Inspection Form(s) will only be provided to open and operating hotels, resorts and restaurants that provide top-tier services to the general public. Upon your request for Inspection Forms, we will validate that your business is operating prior to sending you the inspection forms. We regret that WCCSI cannot offer World Class Certification™ to private or membership-based establishments.

GUEST COMPLAINTS MAY CAUSE LOSS OF WORLD CLASS CERTIFICATION™: As the recipient of World Class Certification™, you must constantly maintain the world class standards of operation on a consistent basis. Loss of your World Class Certification status is possible should WCCSI directly receive four or more valid guest complaints about your business within a two year period of time, or any other type of complaint which WCCSI feels is valid enough to cause the loss of Certification™. WCCSI will share these complaints with you and resolution to them is expected. Upon final and sole determination by WCCSI that your business is not maintaining World Class standards of operation, WCCSI reserves the right to request that your printed World Class Certificate™, plaque and the World Class Certified™ Award be returned to WCCSI at your cost, and that the window logos be removed. Upon losing your certification, your business may no longer promote itself as being a World Class Certified™ establishment. Issuance of possible future World Class Certification™ will be at the discretion of WCCSI.

ADVERTISING: When advertising your business as being World Class Certified™, you must include the official WCCSI trophy logo in all advertising formats. WCCSI will provide you with a variety of electronically formatted logos for your use. Failure to include the trophy logo in your advertising may be cause for loss of certification.

(Please mail or fax this page to our office. Page 1 of 4 to send.)

WORLD CLASS CERTIFICATION™ FEE SCHEDULE

TOTAL BUSINESS SALES **RESTAURANT** **HOTEL/RESORT** **BOTH**
(FEES IN U.S. DOLLARS)

LESS THAN \$7 MILLION	\$17,250.00	\$24,250.00	\$39,500.00
<i>Due upon requesting inspection form(s)</i>	\$4,312.50	\$6,062.50	\$9,875.00
<i>Due upon requesting inspection date</i>	\$8,625.00	\$12,125.00	\$19,750.00
<i>Due upon receiving your Certification™</i>	\$4,312.50	\$6,062.50	\$9,875.00

\$7 MILLION OR MORE	\$27,250.00	\$34,250.00	\$57,500.00
<i>Due upon requesting inspection form(s)</i>	\$6,812.50	\$8,562.50	\$14,375.00
<i>Due upon requesting inspection date</i>	\$13,625.00	\$17,125.00	\$28,750.00
<i>Due upon receiving your Certification™</i>	\$6,812.50	\$8,562.50	\$14,375.00

Please circle the fee above that applies to your business

The fee includes: Inspector costs, travel costs, meals, *lodging costs up to (USD) \$750.00 per night, your official framed World Class Certification™ certificate, window logo decals, worldwide media announcements, and of course, the World Class Certified™ Award and plaque.

*If your hotel / resort room fees are in excess of (USD) \$750.00 per night for a standard room, World Class Certification Services™ reserves the right to require additional funds to offset these costs prior to confirming the inspection date. This is handled on a case-by-case basis. You will be provided with an invoice for this additional cost.

For example: Your hotel room cost is \$1700.00 per night. Inspector will stay 5 nights = \$8500.00. The World Class Certification™ fee includes room costs of up to \$750.00 \$750.00 X 5 nights = \$3750.00. Difference to pay when you request your inspection date is \$4750.00.

The renewal fee: World Class Certification™ is valid for two years. We will contact you when it becomes time to renew your certification. The fee is equivalent to 60% of the fee noted on the Fee Schedule. The exact same inspection and payment process will apply.

(Please mail or fax this page to our office. Page 2 of 4 to send.)

Request Form

INSPECTION FORM(S) REQUEST

I wish to have the inspection form(s) sent to me. I understand that upon my requesting these inspection form(s), that I will be required to pay 25% of the fee at this time as detailed on the Fee Schedule. Note: Please complete the payment information sheet also.

Please send me the restaurant inspection form: _____

Fee: _____

Please send me the hotel/resort inspection form: _____

Fee: _____

Please send me both the restaurant AND the hotel/resort inspection forms:

Fee: _____

X _____

Send the Inspection form(s) to the e-mail address or facsimile number above.

TO SCHEDULE THE ON-SITE INSPECTION

I have already received the inspection form(s). I have also completed my pre-inspection of my own business and now wish to have the anonymous inspector visit my business to conduct the inspection. A payment is required as detailed on the fee schedule. Please complete the payment information sheet also.

I wish to have my restaurant inspected: _____

Fee: _____

I wish to have my hotel/resort inspected: _____

Fee: _____ If a standard room costs more than (USD) \$750.00 per night, I understand that I will be invoiced for the difference and this invoice must be paid in full prior to confirming the inspection date.

I wish to have both my restaurant AND hotel/resort inspected: _____

Fee: _____ If a standard room costs more than (USD) \$750.00 per night, I understand that I will be invoiced for the difference and this invoice must be paid in full prior to confirming the inspection date.

I would like my business inspected during the dates of:

Best week: Starting Tuesday _____ ending Saturday _____

Second option: Starting Tuesday _____ ending Saturday _____

(Please mail or fax this page to our office. Page 3 of 4 to send.)

Tell us about your Business

Date: _____

Name of Business: _____

Owner's Name: _____

General Manager's Name: _____

Name of primary contact person: _____

E-mail address: _____

Fax: _____ Business Telephone Number: _____

Type of Business: Restaurant: ___ Hotel: ___ Resort: ___ Destination/other: ___

Complete Mailing Address: _____

Street Address of Business if different than above address. This is the address of the business to be inspected: _____

Please tell us about your business (General overview): _____

Business Web Site address: _____

Numbers of years open for business: _____

If you have been contacted by a sales associate of World Class Certification Services™ please note the person's name here: _____

Please list any major awards that your establishment has recently received:

(Please mail or fax this page to our office. Page 4 of 4 to send.)

AGREEMENT AND PAYMENT FORM

I agree to participate in the World Class Certification™ program and agree to follow all rules, policies and procedures of the program. I understand that violation of the rules or policies of the program places the World Class Certification™ of my business in jeopardy.

X _____
Applicant Name **Date**

Name of Business **Your Telephone Number**

(All fees/payments are in U.S. Dollars)

PAYMENT BY CHECK:

Please sign the Agreement above, keep a copy for yourself, and enclose your check made out to National Restaurant Consultants, Inc. and mail to our office at the address noted below.

PAYMENT BY BANK WIRE:

Academy Bank N.A. Phone: 1-877-712-2265
Account Name: National Restaurant Consultants, Inc.
Bank Routing Number: 107001481
Account Number: 2411438

PAYMENT BY CREDIT CARD: There will be a 2% surcharge if you use this option.

Method of payment: Visa: ____ MasterCard: ____ Discover: ____ American Express: ____
(Please check one box)

Name on card: _____

Credit Card Number: _____ Exp. Date: _____

3 digit security code on back of card: _____ Verification Zip Code: _____

4 digit security code for American Express Cards: _____

I agree to allow World Class Certification Services™ to charge my credit/debit card (USD) \$ _____ for certification related services and agree to the rule and policies of the program, and my cardholder agreement.

I wish to have subsequent payments charged to the card number above: Yes: ____ No: ____

Signature: _____ Date: _____

Please mail or fax (preferred) all four pages to our office at:

World Class Certification Services™

4340 E. Kentucky Avenue, Suite 135, Denver, Colorado 80246 USA

Fax: 303-757-6200 Phone: 303-757-3663

International: dial 001 first, then the phone number above.

A facsimile copy will be treated as an original document. Thank you for your business.