

## Attention to Detail, Service with Style

The importance of recognizable uniforms and proper attire for Morale, Welfare and Recreation (MWR) and hospitality employees cannot be overstated. Whether it is a club or a lodge or an MWR food establishment, Army hospitality professionals wear their Army pride on their sleeve, putting forth an image of professionalism and style, while providing top-notch customer service.

“Initiating a professional uniform/attire program identifies all employees in the organization with a consistent image, name tag and uniform,” explained Sheryl Cleland, Army Lodging manager, Installation Management Command, G9 Family and MWR Programs. “Being in a professional uniform provides pride not only in the MWR team, but as the ‘face of the organization’ to all our customers.”

Cleland added, “Employees feel a sense of unity, and their appearance can have a positive impact on their behavior. When wearing a uniform, they know that their behavior may reflect well, or poorly, on their organization, and are therefore more conscious of their actions.”

Currently, Army standards are in place for all personnel to wear uniforms, and accountability of uniforms and cleaning requirements are laid out in the standards for each activity. Normally, a professional nametag with a stitched organization logo will be worn on all uniforms as part of the standard. In some cases, the specific position, i.e. Maintenance, will be stitched on the uniforms.

“The benefit of employees wearing uniforms is they are made from a breathable and flexible fabric for comfortable year-round wear, are easy to maintain and professional,” said Cleland. “It can impact how employees feel about the organization, how they feel as an employee of the organization and the positive image to our customers. Wearing uniforms can provide job satisfaction, performance and customer service delivery. It can also influence how customers view the service they

are receiving, and can ultimately impact the financial bottom line.”

Cleland pointed out that some of the new trends she is seeing include Eco-Friendly uniforms, which are made from recycled clothing. “Black is still hot and the choice color for uniforms, and more uniforms are being made for women – not just unisex. The Army hospitality uniform focus is for a professional image that complements quality service. We continue to monitor our industry for new ways to enhance our programs through proper uniform standards. Army MWR/hospitality continues to look for a less

flexible fabric for comfort, fade and shrink-resistant fabric that maintains its shape.

“All uniforms are high quality, stain-resistant and take into consideration different climates,” Cleland explained. “Kitchen clothing needs to be comfortable and easy to move in as cooks/chefs work long hours. However, just because you work in the kitchen doesn’t mean you don’t want to be stylish and look professional.”

She continued, “Flexible material, yet durable fabric, along with permanent press of the uniforms, allows for comfort the entire day while servicing guests. Material also has a big impact on durability as the uniforms are laundered multiple times, and the uniforms must maintain color and shape. Naturally, uniform styles will always lean toward the classical middle ground so they will last the test of time as far as fashion trends go, and the financial investment is justified in the long term.”

Army uniforms are also specific to the actual requirement. So, for example, the house-keeping staff may have roomy yet large pockets that are extra deep to carry items for cleaning rooms, and allow for bending and reaching while items remain in the pockets.

“Uniforms also help our customers, as they know who to approach for help,” noted Cleland. “Uniforms are particularly important because our customers may be at a location unknown to them, and if everyone is dressed casually it becomes awkward trying to figure out who is actually working and who is not.”

Cleland noted that a good appearance plays into the overall customer service experience. “Our employees really are the ‘face of the organization’ to customers. Professional outfitting of a workforce directly impacts the perceived expectations of our customers, such as feeling secure, identity and appearance. This is essential in maintaining the image of professionalism.”

—MCH



At the Hale Koa Armed Forces Recreation Center, Hawaii, line chefs at the Bibas restaurant wear uniforms that are both comfortable and stylish.  
U.S. ARMY PHOTO BY BILL BRADNER.

costly, but professional uniform that will add value to our facilities and services.”

Army uniforms, consisting of shirts, jackets, pants and other items, are selected primarily for their breathability,