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Detroit Metro CVB Honors Detroit Resident at 20th Annual Recognition of Service Excellence (ROSE) Awards

DETROIT (September 2, 2014)— Detroit resident, Seabronetta Barr, Guest Service Representative at The Townsend Hotel, won a Recognition of Service Excellence (ROSE) Award and was recognized along with more than 250 of metro Detroit's most outstanding hospitality professionals for her exceptional service contributions at the Detroit Metro Convention & Visitors Bureau's (DMCVB) 20th annual ROSE Awards on Wednesday, August 27 at the Fox Theatre.

Barr, winner in the Hotels category, not only works Monday through Friday at the front desk of The Townsend Hotel, but spends an additional 20 hours every week working banquets in the evenings. To ensure she is on time, Barr takes two earlier buses every morning to be punctual for her 7 a.m. start time. She is known for her smile and equally as bright personality, which light up any room she enters.

In her spare time, Barr is an active volunteer with the City of Detroit, the Holistic Development Community Center and People for Palmer Park. Voters had nothing but positive things to say about her, including: "She represents the exquisite style and beauty of The Townsend Hotel" and "She exemplifies what hospitality is all about."

"The metro Detroit hospitality industry is a significant aspect of our local economy contributing nearly \$6 billion every year," said DMCVB President & CEO Larry Alexander. "The ROSE Awards allow the community an exceptional opportunity to thank and honor the men and women, like Ms. Barr, who are dedicated to providing a positive experience to visitors of the region."

Celebrating its 20th anniversary, the ROSE Awards was created to salute the individuals working tirelessly behind the scenes to make the metro Detroit hospitality industry shine.

Winners received lunch with Larry Alexander, DMCVB president and CEO, dinner for two, tickets to the Henry Ford Museum and Greenfield Village, tickets to a Detroit Tigers game, a dozen roses and the prestigious ROSE award designed by The Glass Academy founder, Chris Nordin.

ROSE Award sponsors included Delta Air Lines, The Henry Ford, People's Transit, Wesley Berry Flowers, Detroit Tigers and Full View Productions.

The Detroit Metro Convention & Visitors Bureau is a private, not-for-profit organization whose mission is to market and sell the metropolitan Detroit area on a worldwide basis as a destination for leisure and business travel including conventions, trade shows, corporate meetings, tours and incentive travel and as a film location to maximize additional visitors, visitor expenditures, state and local tax revenues, and job opportunities. More than 700 businesses are represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau. Visit www.visitdetroit.com.



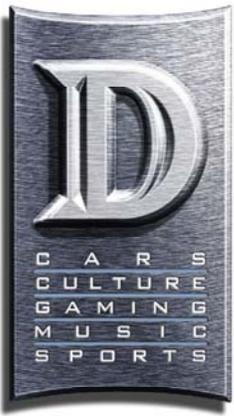
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