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

DETROIT (September 2, 2014)— Taylor resident, Hank Sower, Historic Presenter at The Henry Ford, 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 his exceptional service contributions at the Detroit Metro Convention & Visitors Bureau's (DMCVB) 20th annual ROSE Awards on Wednesday, August 27 at the Fox Theatre.

Sower, the Overall Service Champion, encompasses what the ROSE Awards are all about. He provides extraordinary customer service every day and is not only a representative of The Henry Ford, but an ambassador for greater Detroit. He uses his past experiences at Ford Motor Company to bring his presentations at the Ford Rouge Factory Tour and Plant to life.

Sower is always going above and beyond his job responsibilities. He asks guests where they are from and if he discovers they are visiting from out of town, he uncovers their interests in order to recommend other attractions in the greater Detroit area during their stay.

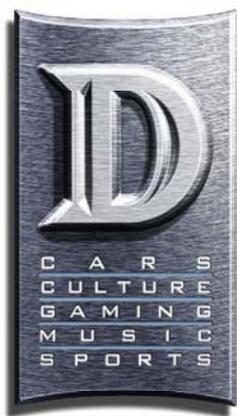
In addition to catering to guests interests, Sower is continuously coming up with creative ways to open the eyes and minds of young people. From having a collection of stickers to carrying pennies to give children, so they can flatten them in the souvenir machines, he makes sure every child he encounters walks away with a positive memory from the trip.

Sower not only goes above and beyond during work, but is very active in his community and church. He serves as a youth pastor at Journey of Hope Church, helping with youth sports and assisting senior citizens. He rides his bike from Taylor to Detroit to volunteer at soup kitchens and brings family and friends to clean up neighborhoods and parks, using his own lawnmower and tools.

"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 Mr. Sower, 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.

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



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The Overall Champion received round-trip tickets for the US/Caribbean provided by Delta Air Lines, lunch with Larry Alexander, DMCVB president and CEO, \$200 spending money, tickets to the Henry Ford Museum and Greenfield Village, Tigers game tickets and fun money, one five hour excursion on a People's Transit 21 or 35 passenger executive shuttle bus, two dozen roses and the prestigious ROSE award designed by The Glass Academy founder, Chris Nordin.

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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