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

DETROIT (September 2, 2014) — Eastpointe resident, Shawniqua Smith, Sales Associate at Ocean Prime, 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.

Smith, winner in the Restaurants category, takes customer service to a new level. The sales associate will go out of her way to make sure that not only are her customers happy, but also her coworkers. She once heard of a fellow associate needing a wedding dress, so she crafted a custom dress with knowledge from her background being a fashion major.

She is the lead trainer at Ocean Prime and has never once had a guest complaint in her five years of employment. Her supervisor thinks of her as a great team player who constantly has guests requesting her section.

During the holiday season, she even spearheaded an employee based program to ensure that the Boys of the Christ Child House in Detroit had a wonderful Christmas, complete with personalized gifts and a luncheon at Ocean Prime. Smith is a volunteer tutor for Christ Child House and takes food from the restaurant to Downtown Detroit to feed the homeless.

"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. Smith, 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



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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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