

FOR IMMEDIATE RELEASE

**Media Contacts:** Deanna Majchrzak, [dmajchrzak@visitdetroit.com](mailto:dmajchrzak@visitdetroit.com), 313-202-1999

## **Farmington Hills Resident Recognized for Excellent Customer Service at Detroit Metro Convention & Visitors Bureau's 25th Anniversary of the ROSE Awards**

DETROIT – The Detroit Metro Convention & Visitors Bureau (DMCVB) honored Jim O'Keefe of Farmington Hills for excellent customer service at the 25th Anniversary of the Recognition of Service Excellence (ROSE) Awards. More than 650 people attended the celebration at Sound Board at MotorCity Casino Hotel in Detroit on Aug. 28, 2019.

O'Keefe, Airport Ambassador Volunteer for the Wayne County Airport Authority, was recognized as the volunteers' category winner. O'Keefe received a round-trip plane ticket within the US 48 States and Canada, \$200, two Detroit Tigers tickets, a crystal award, one dozen roses, a bottle of champagne, an announcement in the next issue of *Visit Detroit* magazine and on [visitdetroit.com](http://visitdetroit.com) and a full page announcement in *Crain's Detroit Business*.

ROSE Award nominations were provided by clients, guests, supervisors and the general public. There were 187 nominees and one winner in each of six categories was chosen. Additionally, one overall service champion was selected by a panel of judges representing a variety of professional industries.

O'Keefe is a veteran of the United States Marine Corp. and also volunteers with Special Olympics. He has a passion for resolving difficult situations. Examples include reuniting a lost child with their mother, retrieving lost luggage and cell phones and returning rental car keys to a forgetful passenger.

O'Keefe is friendly, knowledgeable, caring and polite, no matter how many times customers ask the same questions.

"Metro Detroit's talented hospitality community helps attract 19 million visitors to the region each year," said Larry Alexander, DMCVB President & CEO. "Individuals like Jim are the driving force creating positive experiences that keep visitors coming back again and again."

WXYZ's Glenda Lewis served as mistress of ceremonies for the evening, which included entertainment by Beth Griffith-Manley, NUCLASSICA, Rodney Page, Daniel D. and Dave Santia. The Red Rose sponsor of the event was MotorCity Casino Hotel.

For more information about the ROSE Awards, go to [theroseawards.com](http://theroseawards.com).

\*Photos available upon request.\*

###

*The Detroit Metro Convention & Visitors Bureau (DMCVB) is a private, not-for-profit organization with a mission 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 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. [visitdetroit.com](http://visitdetroit.com)*