

## FOR IMMEDIATE RELEASE

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### **Detroit 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 Ashley Smith of Detroit 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.

Smith, Guest Services Associate at the Charles H. Wright Museum of African American History was recognized as the attractions and casinos category winner. Smith 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.

Smith resolves conflicts and handles difficult situations with remarkable patience and admirable tact. She once used her own money to pay for a visitor's gift shop purchase because their out of country issued credit card would not go through. She's also only taken one vacation in the over eight years she has been at the museum, without any complaints.

Her selflessness doesn't stop after work, as she is a mother of teenage twins and a one year old, and is her mother's primary caregiver.

"Metro Detroit's talented hospitality community helps attract 19 million visitors to the region each year," said Larry Alexander, DMCVB President & CEO. "Individuals like Ashley 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.\*

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*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)*