

For Immediate Release

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Clarkston Resident Recognized for Excellent Customer Service at Detroit Metro Convention & Visitors Bureau's ROSE Awards

DETROIT – The Detroit Metro Convention & Visitors Bureau (DMCVB) honored Philip Abaira of Clarkston for excellent customer service at the 2017 Recognition of Service Excellence (ROSE) Awards last night. Nearly 500 people attended the celebration at the Ford Community & Performing Arts Center in Dearborn.

Abaira, security officer at MotorCity Casino Hotel, was named the behind the scenes category winner. He received a \$100 Visa gift card, dinner for two at the London Chop House, two Detroit Tigers game tickets, one dozen red roses, a bottle of champagne and an announcement in the next issue of *Visit Detroit* magazine and on visitdetroit.com.

ROSE Award nominations were provided by clients, guests, supervisors and the general public. There were 215 nominees and one winner in each of the six categories was chosen. Additionally, one overall service champion, selected by a panel of expert hospitality professionals, was also recognized.

Abaira genuinely cares about his guests and shows kindness and compassion in all situations. For example, when a hotel guest was unresponsive Abaira stepped in and tirelessly performed CPR until the ambulance arrived and continued emergency efforts as the ambulance drove them to the hospital. Sadly, the guest passed away, but Abaira contacted the guest's family and arranged a ride back to the hotel for the guest's wife. He also arranged a different hotel room for the woman and, stayed with her even after his shift was over to make sure everything was taken care of.

Abaira also shows kindness to fellow officers by looking out for less experienced medics and making sure they have the tools they need to succeed.

"Metro Detroit is fortunate to have such a strong hospitality community that attracts 19 million visitors to the region each year," said Larry Alexander, DMCVB President & CEO. "Individuals like Philip create lasting impressions that have a major impact on visitor experiences."

WXYZ's Glenda Lewis served as mistress of ceremonies for the evening, which included entertainment by iLuminate™ and DJ Kevin. The event was sponsored by Centerplate.

For more information about the ROSE Awards, go to theroseawards.com.

Photo 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