

For Immediate Release

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Detroit Resident Recognized as Overall Service Champion at Detroit Metro Convention & Visitors Bureau's ROSE Awards

DETROIT – The Detroit Metro Convention & Visitors Bureau (DMCVB) honored Irma Ladnier of Detroit as the overall service champion at the 2018 Recognition of Service Excellence (ROSE) Awards. More than 500 people attended the celebration at the Max M. & Marjorie S. Fisher Music Center in Detroit on Aug. 29, 2018.

Irma Ladnier has worked at Cobo Center for 51 years. As a banquet wait staff for Centerplate she treats each guest like they are in her personal home, taking pride in finding special touches to make them feel comfortable.

Her attention to detail and high standards for customer service has propelled her to lead wait staff and assignments to serve presidents, vice presidents, and top CEOs of major companies. She's developed personal relationships with clients that request her specifically to be on their service team.

Ladnier serves as a role model to new coworkers, encouraging them to focus on attention to detail and proper service to customers. She works well under pressure, adapts easily to change and completes tasks in a timely manner.

"Irma Ladnier epitomizes what the ROSE Awards is all about," said Larry Alexander, DMCVB President & CEO. "She serves as a role model, not only to her coworkers at Cobo Center, but to the entire hospitality community."

ROSE Award nominations were provided by clients, guests, supervisors and the general public. Ladnier was chosen among 198 nominees. Along with the overall winner, one winner in each of the six categories was selected by a panel of expert hospitality professionals.

Ladnier received two complimentary tickets for the 2018 Infinity Ovation Yacht Summer Series, \$1,000, four Detroit Tigers tickets and spending money for the game, a crystal award, two dozen red roses, a bottle of champagne and an announcement in the next issue of *Visit Detroit* magazine and on visitdetroit.com.



WXYZ's Glenda Lewis served as mistress of ceremonies for the evening, which included entertainment by Daniel D. and John E. Lawrence Trio. The event was sponsored by Centerplate.

For more information about the ROSE Awards, go to 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