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Hospitality Superstars Honored at Detroit Metro CVB Annual Recognition of Service Excellence (ROSE) Awards

Detroit, Mich. – More than 130 superstars in metro Detroit's hospitality industry were recognized for their above-and-beyond service at the Recognition of Service Excellence (ROSE) Awards on Aug. 23 at the Max M. Fisher Music Center.

The ROSE Awards is an annual event hosted by the Detroit Metro Convention & Visitors Bureau (DMCVB) to commend front-line hospitality workers throughout the region who deliver outstanding customer service in their industries.

"The ROSE Awards is a special time that allows us to give the people in the hospitality industry the recognition they deserve," said DMCVB President & CEO Larry Alexander. "They represent our great region and make a positive impact on visitors, and their efforts keep bringing visitors back."

ROSE Award nominations were provided by supervisors, clients, guests and the general public. From the nominations, three finalists were chosen in each of six categories: Attractions and Casinos, Behind the Scenes, Hotels, Restaurants, Transportation and Volunteers. One Overall Service Champion was also chosen by a panel of experienced hospitality professionals.

This year's category winners were: **Attractions and Casinos**, Bryan Garvey, Dealer, Caesars Windsor; **Hotels**, Roberta Meloche, Group Rooms Specialist, The Dearborn Inn-A Marriott Hotel; **Restaurants**, Carl Gerych, Bartender, The Lark; **Transportation**, Paul Rahe, Red Coat/PSA, Delta Air Lines; **Behind the Scenes**, Elizabeth Physician, Engineer, Embassy Suites – Troy/Auburn Hills; **Volunteers**, Kenneth Mazur, Volunteer, Detroit Metro Convention & Visitors Bureau.

The **Overall Service Champion** was Sharon Borrocci, Gallery Host at Hyatt Place Auburn Hills. Borrocci makes an instant connection with all of the guests she meets and remembers their names even months after they've visited. She goes out of her way to treat them as friends, which makes them want to return. She's been mentioned by many guests as the "friendliest and most helpful" hotel host they've ever met while traveling.

Borrocci received two Delta Air Lines tickets for domestic travel, a VIP lunch with DMCVB President & CEO Larry Alexander, a crystal award, two dozen red roses, Detroit Tigers tickets with fun money to spend at Comerica Park and \$200 in spending money.



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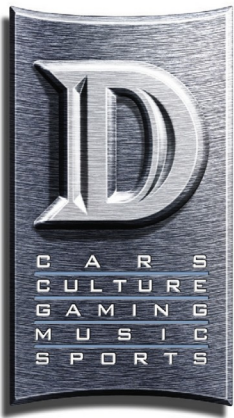
Winners for each category were chosen based on a strict set of criteria, including each finalist's customer service with clients and visitors, ability to solve problems effectively, workplace attitude, knowledge and expertise, letters and comments from visitors, volunteerism and community involvement, as well as public vote and voter comments collected on the ROSE Awards website.

The evening's mistress of ceremonies was Diana Lewis, newscaster on WXYZ-Channel 7. This year's ROSE Award sponsors were Cavalier Pictures, the Detroit Tigers, Delta Air Lines and People's Transit.

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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 represented in the DMCVB's membership. The DMCVB was founded in 1896 as the world's first convention and visitors bureau. www.visitdetroit.com



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