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## **Dearborn Resident Honored at Detroit Metro CVB Annual Recognition of Service Excellence (ROSE) Awards**

Detroit, Mich. – Carl Gerych of Dearborn was recognized as the Restaurants category winner at the Detroit Metro Convention & Visitors Bureau's (DMCVB) 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 DMCVB to commend front-line hospitality workers throughout the region who deliver outstanding customer service in their industries.

Gerych, a bartender at The Lark, is known for his "old school" charm and admirable work ethic. Gerych started at The Lark before it officially opened its doors and has only missed three days of work in his 32 years of service with the company. He has received "Bartender of the Year" awards four years in a row, and his unique drinks have been featured in several local magazines.

Customers of The Lark rave about Gerych's skills as well as his generosity. "He truly cares about his customers and completely goes the extra mile," was one of the many positive comments the DMCVB received. The commenter shared that when her 75-year-old mother left something at the restaurant, Gerych offered to drop it off on his way home.

Gerych received a VIP lunch with DMCVB President & CEO Larry Alexander, dinner for two, a crystal award, one dozen red roses and Detroit Tigers tickets.

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](http://www.visitdetroit.com)*



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