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Clinton Township Resident Honored as Overall Service Champion at Detroit Metro CVB Annual Recognition of Service Excellence (ROSE) Awards

Detroit, Mich. – Sharon Borrocci of Clinton Township was recognized as the 2012 Overall Service Champion 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. This year more than 130 nominations were received.

Borrocci is a Gallery Host at the Hyatt Place Auburn Hills who makes an instant connection with every guest she meets. She makes her guests feel comfortable by recommending dining options and asking if she can assist in any way, but goes above and beyond what is required of her by remembering each guest by name—even guests who have returned to the hotel after several months—and treating them as if they are her friends.

"I've travelled extensively around the globe, and Sharon was certainly the most friendly, helpful and hospitable host I've met," said one hotel guest of Sharon's services.

Often surprising visitors with her thoughtfulness, Borrocci goes out of her way to ensure that her guests have a memorable stay, which is what makes them feel at home, even if they are far from it. Her supervisor describes such an instance: "There was a bride and groom who stayed at the hotel and Sharon went out and spent her own money and time to decorate the room so beautifully, all just to give them a memorable experience at the Hyatt Place."

In another instance, Borrocci knew that a guest was celebrating her 50th birthday, so she put a birthday card under the guest's door, signed from her and other staff members.

Sharon's bubbly personality makes guests want to return to the hotel again and again, and they enjoying seeing her when they do. "It felt like a friend was welcoming us into her house," says one returning guest.



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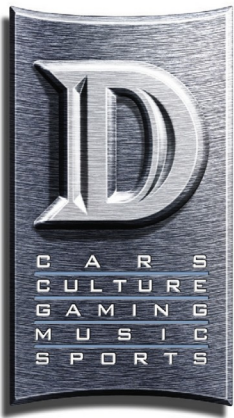
Borrocchi received two Delta Air Lines tickets for domestic travel, a VIP lunch with DMCVB President & CEO Larry Alexander, a crystal award, two dozen red roses, Detroit Tigers tickets with fun money to spend at Comerica Park and \$200 in spending money.

This year's ROSE Award sponsors were Delta Air Lines, the Detroit Tigers and Delta Air Lines.

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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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