



NEWS RELEASE

FOR IMMEDIATE RELEASE

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THE DMC NETWORK WINS BIG - THE AWARDS GO TO... ADME Achievement Award Winners

Las Vegas, Nevada (February 20, 2011) On February 19, 2011, the Association of Destination Management Executives (ADME) announced its winners of the 2011 Achievement Awards to a packed house at the Annual ADME Conference Gala at Red Rock Resort in Las Vegas, Nevada. The DMC Network, LLC was very proud that 9 awards went to its North American companies. All winners are listed at www.ADME.org with links to the storyboards that explain their award winning event.

ADME 2011 Recognition Award Winners from the DMC Network, LLC **Best Destination Marketing**

Congress Canada A DMC Network Company - Toronto, ON Canada

Best Innovative Event \$50,001 - \$200,000

Destination South A DMC Network Company - Atlanta, GA USA

Best Innovative Event \$200,001 and above

Destination Planners, Inc. A DMC Network Company - Vancouver, BC Canada

Best Recreational Activity

Arrangers DMC A DMC Network Company - Denver, CO USA

Best Teambuilding Activity (tie)

Chicago Travel Consultants (CTC) A DMC Network Company - Chicago, IL USA

Best Tour Program

Arrangers DMC A DMC Network Company - Denver, CO USA

Best Overall Program

Chicago Travel Consultants (CTC) A DMC Network Company - Chicago, IL USA

Destination Management Professional of the Year

Nicole Marsh, DMCP, CMP- Arrangers DMC A DMC Network Company - Denver, CO

Joanne O'Connor President's Award

Nicole Marsh, DMCP, CMP - Arrangers DMC A DMC Network Company - Denver, CO

About the DMC Network, LLC:

Unique in the industry, the DMC Network is an LLC of the top-performing, independently owned DMCs throughout North America. Through our alliance with Ovation Global DMC, our reach extends across five continents. With an average of over 25 years in business and more than twice as many accredited DMCs as any other DMC consortium or company, each DMC Network partner delivers unsurpassed knowledge of their market and a confidence that they are a sound, professional organization that consistently exceeds clients' expectations. With an insider's knowledge, we make it effortless for our clients to produce meetings and events around the world. We are your knowledge network and are dedicated to doing business your way, in every way. As a network, we represent many destinations, but only one relationship -- the one with you.

www.dmcnetwork.com

About ADME:

The Association of Destination Management Executives is an organization of 205 member companies that seeks to increase the professionalism and effectiveness of destination management through member and industry education, establishment of standards ethical practices and strives to raise the level of awareness of the value of destination management to the respective association, corporate and general public.

www.adme.org