



NEWS RELEASE

FOR IMMEDIATE RELEASE

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A Show of Strength: DMC Network Wins Big at ADME

San Ramon, California, (March 16, 2010) – Saturday night, February 20, 2010, during the annual conference gala at the Westin Hotel Buckhead in Atlanta, Georgia, the Association of Destination Management Executives (ADME) announced the winners of its 2010 Achievement Awards. Chairwoman of the DMC Network, Linda Thompson, DMCP, said, “I am extremely proud of all of the DMC Network companies and I am especially proud of this year’s winners. The DMC Network won 6 of the 12 awards presented. Laurie Sprouse, CITE, CMP, DMCP, Ultimate Ventures, a DMC Network Company of Dallas, TX, won the ADME Destination Professional of the year award for her extensive commitment to the DMC industry and for her efforts in achieving Legislative Tax Relief for the Texas DMCs. Our DMC Network Company award winners demonstrated unparalleled leadership in our industry coupled with exceptional creativity and service during a very challenging year.

The DMC Network award winners are:

ADME 2010 Recognition Award

Destination Management Professional of the Year

Laurie Sprouse, CITE, CMP, DMCP, Ultimate Ventures, a DMC Network Company, Dallas, TX

ADME 2010 Achievement Award Finalists

Best Innovative Event - \$100,001 - \$200,000

Destination St. Louis, a DMC Network Company, St. Louis, MO

Best Innovative Event \$200,001 and above

Accent on Arrangements, a DMC Network Company, New Orleans, LA

Best Recreational Activity

Accent on Arrangements, a DMC Network Company, New Orleans, LA



Best Tour Program

Chicago Travel Consultants (CTC), a DMC Network Company, Chicago, IL

Best Transportation Logistics

Destination St. Louis, a DMC Network Company, St. Louis, MO

About the Association of Destination Management Executives (ADME)

As the pre-eminent organization for the destination management industry, the mission of ADME is to increase the professionalism and effectiveness of destination management through member and industry education, establishment of standard ethical practices, and to raise the level of awareness of the value of destination management to the respective association, corporate, and general public.

About the DMC Network, LLC

Unique in the industry, the DMC Network is an LLC of the top-performing, wholly owned destination management companies (DMC's) in more than 50 North American destinations. With an average of more than 24 years in business, each DMC in our network delivers unsurpassed knowledge of their market and strong relationships that ensure our clients have local market access, buying power and cost efficiencies. Through our alliance with Ovation Global, we extend our reach around the globe across Europe, Middle East, Africa, Asia and South America.

Leading with more industry accreditations than any other network organization, we adhere to strict ethical and operational standards. Collectively, we are advancing the industry and delivering success to our clients year after year.

With an insider's knowledge of both the world's premier destinations and the clients who's businesses take them there, we make it effortless to produce meetings and events and let you do business your way. We represent many destinations but deliver based on one relationship - the one with you.

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