



- **June Monthly Webinar: Barbara Dunn, Howe & Hutton on Vendor Contracts**
- **July DMC Contract FREE Webinar**
- **New Policies for Meetings and Events from US Treasury**
- **ADME plans strategically with Dean Savoca**

June Monthly Webinar Features Barbara Dunn on Vendor Contracts

The first of ADME monthly webinars for its members on hot topics for DMCs will be held on the Thursday, June 18 at 1 pm ET / 12 noon CT / 11 am MT / 10 am PT. Click here for the registration form. These webinars are designed so that everyone in your company who is interested can listen in – but contact hours are assigned by the individual who registers and participates. Each monthly webinar is just \$30 – but you can save money and sign up for 4 months at once. Steve Wilders is presenting in July, August’s topic will be announced shortly and September features Steve Levin on Risk Management. Take this opportunity to get important DMC education for your staff at this reduced rate. These webinars are ONLY open to ADME members. Go to <http://www.adme.org/dmp/webinars.asp> for more information.

July 14 – FREE Webinar on new DMC Standard Agreement for ADME members ONLY

Mark your calendar for a FREE webinar for ADME members ONLY to review the new standard DMC Agreement for Services. This agreement is now posted on the members only section of the ADME website <http://www.adme.org/MemberLogin.asp> in Word format, for easy placement on your company letterhead. Led by Susan Henderson, DMCP, CMP and Deborah Martin, DMCP, CMP, part of the ADME Task Force who worked hard to develop the final form for this agreement, this webinar will help you better understand each section of this agreement. **YOU need to register in advance** to receive the log-in information for this webinar to be held on Tuesday, July 14 at 2 pm ET / 1 pm CT / 12 noon MT / 11 am PT. Please send an email to info@adme.org with your name and company to sign up for this webinar.

New Policies for Meetings and Events

This week, the Treasury Department is expected to announce new executive compensation rules for companies receiving taxpayer assistance. We anticipate that new policies for meetings and events will be included in this announcement. The White House will also announce the creation of a “pay czar” tasked with enforcing these rules.

We expect the Treasury Department to require recipients of taxpayer assistance to:

- Develop a company-wide policy for meetings, events, incentives and other expenses that could be considered “excessive”;
- Gain board certification of the policy; and
- File the policy with the Treasury Department.

Following lengthy conversations with the Administration and allies in Congress, we do not expect the Treasury Department to endorse our industry’s guidelines as a model policy that companies could adopt, but nor do we anticipate that Treasury will be overly prescriptive with their regulation of corporate meetings, events and incentives.

We are pleased that Treasury appreciates the value of meetings and events and does not intend to micro-manage corporate activities. On the other hand, we are concerned that the vagueness of their announcement could lead

to (a) the adoption of extremely varied policies, and (b) continued concerns in the marketplace of media or policymaker criticism.

To that end, U.S. Travel will soon provide you with a toolkit to share with your members and clients. This toolkit includes background on the Treasury announcement, reasons why companies should adopt our industry's guidelines and examples of support for our guidelines – including a letter to the Treasury Department signed by more than two dozen Members of Congress.

We've earned positive comments from President Obama, Commerce Secretary Locke and other influentials on the importance of meetings and events. But, if we're going to reopen the meetings, event and incentive marketplace, it looks like it will be up to us to convince companies to dip their toe back into the water. *U. S. Travel Association*

ADME board plans strategically with Dean Savoca

The ADME board of directors recently worked with Dean Savoca in a strategic planning session focusing on an ADME vision of being *a recognized leader in the MICE industry.*

Dean Savoca is a hospitality industry performance consultant, trainer, speaker and executive coach and has worked with over 50 DMC's worldwide. He is principal of SynergyLife Performance Improvement partnering with hospitality industry organizations, executives and sales professionals to achieve their performance and production goals. His services include:

- Sales Training
- Strategic Planning
- Performance Consulting
- Leadership Development
- Keynote Speaking
- Executive & Sales Coaching
- Behavior Assessments

Show Me Arizona CEO, Andy Gladsotone, calls Dean “the Guru” and says Dean’s services have been...*“the most significant investment I have made in 17 years of business ownership. I now have my 2 key employees on a regular coaching program. Strategically, I cannot think of a better way to show my key people how much I value them and they love it because it helps them in their development, not just Show Me’s goals...Priceless. Personally, I am achieving my goals with the Guru’s help and accountability. I no longer go into the office on Friday’s and we are making great strides in acquiring new major revenue streams.”*

Dean partners with hospitality industry organizations because he has been there. Dean has worked for Maritz Travel Company, as an Account Manager with Maritz Performance Improvement Company, and as a General Manager of a Destination Management Company. He is a Results Coach with Anthony Robbins Companies and holds a Masters Degree in Organizational Performance & Change.

Contact dean@deansavoca.com or 303.333.3038 for a complimentary 30 minute strategy session (ADME members only) or visit www.deansavoca.com.

June 12, 2009