



- **SITE Wants DMC Input**
- **ADMC® and DMCP®**
- **APEX to Support Standard DMC Documents**
- **ADME Task Force Developing new DMC Standard Documents**
- **Thinking Ahead to ADME Achievement Awards**
- **Congratulations to Destination King and JpDL for Winning GEP Awards**

SITE Wants DMC Input

What: An annual analysis and forecast for the motivational events industry.

Who: You – A global group of highly qualified incentive travel and motivational event users and providers.

Why: To create a comprehensive forecast of trends and activity specific to the motivational events and travel industry.

How: Apply online at <http://siteindex.uwaterloo.ca>. For more information about The Site Index, contact Scott Jeffrey, Ph.D. at sajeffre@engmail.uwaterloo.ca.

Details: Data for *The Site Index* will be derived from surveys conducted throughout the year. Interim studies will be released in the second half of 2009 with the first annual publication of *The Site Index* slated for 2010.

The research will examine both internal and external challenges to the industry and how these factors impact the stability and growth of our market. It will address behaviors of buyers and supplier partners, providing leading indicators for future trends.

The research will be conducted by Scott Jeffrey, Ph.D., Marion Joppe, Ph.D. and their team.

For more information please contact Site International Foundation Director, Allison Summers, asummers@siteglobal.com.

ADMC® and DMCP®

ADME is pleased to announce that both the Accredited Destination Management Company® and Destination Management Certified Professional® have been successfully registered with the United States Patent and Trademark Office. From now on, these marks (both spelled out and abbreviated) should be used with the statutory notice of registration® or the words, *Reg. U.S. Pat. & Tm. Office*. To make it easy, Word automatically converts (r) – without the spaces – to the ® symbol. Thanks to Howe & Hutton, Ltd., for their significant help in registering these trademarks.

APEX to Support Standard DMC Documents

During the recent APEX Commissioner meeting, the Standard DMC Agreement for Services was discussed. APEX volunteered to post this standard document and other DMC standard documents as developed by the ADME Task Force on the APEX website. This support by APEX of ADME's standard DMC documents will help in educating the meeting industry about acceptable DMC practices.

ADME Task Force Developing More Standard DMC Documents

The Task Force met in Denver 7 – 9 July to finalize changes to the Standard DMC Agreement for Services (available at www.adme.org/MemberLogin.asp) and to develop new standard documents, including DMC Vendor Service Agreement and Standard Letter of Intent. These new documents are currently being reviewed by Task Force members and will be available to members as soon as they are completed. 2009 – 2010 Task Force members include Deborah Martin, DMCP, CMP, DCI (chair); Kevin Brewer, DMCP, Destination King; Andy Gladstone, DMCP, Show Me Arizona; Pam Graham, DMCP, Congress Canada; Bart Louhi, DMCP, In-the-Loop

Chicago; Chris Lee, DMCP, ACCESS Destination Services; Rhonda Marko, DMCP, CMP, CMM, Destination Nashville; Nicole Marsh, DMCP, CMP, The Arrangers; Melissa Murray, Mosaix; Jeff O'Hara, DMCP, PRA Destination Management, New Orleans; and Laurie Sprouse, DMCP, CMP, CITE, Ultimate Ventures.

Thinking Ahead to ADME Achievement Awards

It's a great time to review your events since September 1, 2008 for consideration for this year's Achievement Awards. Information about your entries will be available soon. Remember, a new category – Best Fam Trip – has been added for this year's awards.

Congratulations to Destination King and JPdL Destination Management – Canada

At the recent GEP Summit, Destination King of Memphis, TN received the Outstanding Partner Award for US and JPdL Destination Management – Canada received the Outstanding Partner Award for Canada. Congratulations to Cindy and Kevin Brewer, Destination King and Grant Snider, JPdL Destination Management – Canada for receiving this honour.

July 15, 2009