



- **ADME Achievement Awards**
- **Support the Travel Promotion Act – DO IT TODAY!**
- **DMCP Enrollment Deadline Approaching**
- **Mary Catherine Tagg, named Top 40 Under 40**

ADME Achievement Awards Available Next Week!

The ADME Achievement Awards will be open for entries early next week – we'll be announcing it on Twitter, Linked-In and to the ADME membership. Our new category this year is Best Destination Marketing Award – the best local effort that was designed to introduce and/or showcase a destination for the purpose of enticing participants to book in that destination. All information will be available from the ADME website under Achievement Awards.

Important deadlines

- Recognition Awards Nomination Deadline: Friday, October 16 midnight ET
- Entries Deadline: Friday, November 13, midnight, ET
- Late entry deadline: Friday, November 20, midnight, ET (late fee applies)

Support the Travel Promotion Act – DO IT TODAY!

ADME is supporting the passage of the TPA in the House of Representatives, and urges each ADME member to do so, too. Please send an email to mgong@ustravel.org **NO LATER than Friday, September 25 at 5 p.m.ET** to add your company as a signatory. The letter you will be signing is:

Dear Representative:

The United States is on the cusp of creating 40,000 new jobs, driving \$4 billion in economic stimulus, generating \$321 million in new tax revenue and reducing the federal budget deficit by more than \$425 million – and you can help make it happen with one vote.

The Travel Promotion Act passed the U.S. Senate on September 9 with a strong bipartisan vote of 79 to 19. We strongly encourage you to build on the work of the Senate by quickly passing the Travel Promotion Act and sending it to President Obama. Every day the U.S. waits to launch a comprehensive international travel promotion program is one more day that America's customers are spending their hard-earned dollars in other economies.

The Travel Promotion Act would establish a nationally coordinated program funded by the private sector and foreign travelers to attract millions of additional visitors to the United States by promoting America as a premier travel destination and better communicating our travel policies. Although there are 56 million more global travelers today than in 2000, the United States continues to welcome fewer overseas visitors than we did prior to September 11, 2001. A major reason for this decline is that foreign countries are stealing America's visitors through effective travel promotion programs and regular criticism of America's travel policies.

Let's take control of our own destiny, bypass the foreign media filter and let the world know that we want their business. The House of Representatives unanimously passed the Travel Promotion Act (H.R. 3232) in the 110th Congress, but the Congressional session ended before the Senate could act on the bill. We urge you to pass the Travel Promotion Act once and for all and give the American economy the victory it deserves.

DMCP® Enrollment Deadline + Free Webinar on 14 October

Enrollment for the February DMCP[✓] exam is November 30. To help you prepare for this enrollment, ADME is offering a free webinar on 14 October at 2 pm ET. For more information about the entire schedule, go to <http://adme.org/dmp/dmcp-program/default.asp>. There you will find links to the enrollment form and more information about the free webinar. Now is a great time to earn new credentials. Having your DMCP[®] gives you a marketing edge as prospective clients look for value-added from their potential DMC.

Mary Catherine Tagg named Top 40 Under 40 by Memphis Business Journal

Destination King is proud to announce that Mary Catherine, Event Services Manager, has been named as one of Memphis' best and brightest individuals who have demonstrated significant contributions to Memphis' growth and well-being through professional endeavors and their leadership in working with charitable organizations. She will be honored on November 13.

September 24, 2009