



Contact: Val Lenington, CMP, CSEP, DMCP  
Director of Marketing  
972.732.8433  
[val@uvdmc.com](mailto:val@uvdmc.com)

Thursday, October 02, 2014  
For Immediate Release:



**DALLAS, TX** – Dallas/Fort Worth-based event and destination management company, Ultimate Ventures, a DMC Network Company, takes great pride in announcing the hires of Ariel Sommers and Berto Ortiz as Account Managers.

After earning a dual Bachelor of Science degree in Event Management and Hospitality Management at the University of Central Florida’s Rosen College of Hospitality Management, Sommers began her career as a wedding planner in Orlando. Wanting to focus on corporate events, she moved to an Orlando destination management company, where she gained valuable experience in sales and operations. During her two years there, she assisted in managing large-scale events including the Disney Marathon, Capital One Bowl Games and the annual Give Kids the World Gala. For Ariel, moving to the Dallas/Fort Worth area was a natural progression. Her strong desire for success and her unique perspective serve her clients well in her new role as Account Manager.

A Native North Texan, Ortiz has spent the last 15 years honing his skills in sales, food and beverage, event planning and general operations in the Dallas/Fort Worth area. Berto perfected his professionalism and top-notch customer service while working for top industry brands including Marriott, Radisson and the iconic Hilton Anatole. Berto’s personable nature gives him the unique ability to develop and nurture relationships with his clientele and colleagues. His long-term success can be attributed to his desire to help others achieve exemplary results, which he looks forward to doing in his new role.

“We’re pleased to have Ariel and Berto to strengthen our Ultimate Ventures team,” said Laurie Sprouse, President, Ultimate Ventures. “Now is an exciting time of growth for us. By broadening the scope of experience in our sales team, we are better able to serve our clients.”

---

***About Ultimate Ventures, a DMC Network Company***

At Ultimate Ventures (UV), we are destination management experts passionate about bringing the best of Dallas/Fort Worth to life for meeting and convention attendees. Resourcefulness, unsurpassed knowledge of our market, and over 20 years in business equip us to provide unique, imaginative ideas that consistently exceed expectations.

Frequently named a Top 25 DMC by Special Events Magazine, we earn our clients’ confidence through our ability to deliver a full range of destination management (DMC) services with unflappable ease. From event design and transportation logistics to engaging team-building activities and customized excursions, we provide strategic solutions to ensure our clients meet their objectives. We are proud to be the first DMC in North Texas to be accredited by the Association of Destination Management Executives International (ADMEI). This accreditation, from the only non-profit organization governing our profession, recognizes our expertise and best practices -- essential elements for excellence in destination management.

###