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For Immediate Release:

BEVERLY BRIN, DMCP WINS DMC INDUSTRY'S HIGHEST HONOR
Ultimate Ventures General Manager Receives International Recognition for
Her Efforts in the Advancement of the Destination Management Industry

DALLAS, TX – Dallas/Fort Worth based events and destination management company, Ultimate Ventures, a DMC Network Company, takes great pride in announcing that their General Manager, Beverly Brin, DMCP has won the Association of Destination Management Executives International's (ADMEI) Destination Management Professional of the Year for 2014. The presentation was made at the ADMEI Awards Banquet on February 8th at the ADMEI Annual Conference in Washington, D.C. This distinguished award recognizes an individual who has given their time, dedication, leadership, and knowledge towards the advancement of the destination management industry.

Beverly joins a long list of industry leaders including our own President, Laurie Sprouse, CITE, CMP, DMCP who won this award in 2010. Laurie commented, "We are so thrilled for Beverly to receive this well-deserved award. We are particularly proud because she is now the first DMC professional to have been honored with both the ADMEI Rising Star Award (in 2007) and the DMC Professional of the Year."

Beverly's career in the hospitality industry has spanned over 30 years, with 2014 marking her 10th year at Ultimate Ventures. As General Manager, her focus is to drive sales, improve the customer experience, and foster teamwork. Beverly has excelled in this role thanks to her unique ability to focus on the big picture while simultaneously juggling the day-to-day details. Her positive attitude, team mentality and "grace under pressure" style sets the tempo at the office.

Continuing education is one of Beverly's passions. Over the past three years, Beverly has served as Chairwoman of ADMEI's Certification and Accreditation Board (CAB). This leadership role allows her to share her immense wisdom and experience with a team whose mission is to elevate professionalism, impact industry standards, and create best practices for all DMCs.

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.

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.

About ADMEI:

The Association of Destination Management Executives International (ADMEI) is the only global non-profit association dedicated to increasing the professionalism and effectiveness of destination management through education, promotion of ethical practices, and availability of information to the meetings, convention, and incentive travel industries, as well as the general public.

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