



{VENDORS}

Ultimate Ventures of Dallas named a finalist

Ultimate Ventures of Dallas was named a 2012 finalist in two categories by the DMC Network during the organization's annual awards ceremony. Ultimate Ventures was nominated in the Best Teambuilding and Best Tour categories during the annual ADME Conference gala at the Peabody Hotel in Memphis, Tenn. The DMC Network is an organization comprised of independently owned DMCs throughout North America. www.dmcnetwork.com.

Standing Dog Interactive named Miraval Resort and Spa's online agency of record

Standing Dog Interactive, a Dallas-based Internet marketing agency, is Miraval Resort and Spa's new online agency of record. Standing Dog Interactive will handle Miraval's Internet marketing, including pay-per-click, search engine optimization, and social media, email and display campaigns. One of the agency's first projects includes tracking and increasing revenue from existing online campaigns. "One of the factors for choosing Standing Dog was its philosophy of a holistic marketing approach," says Carol Stratford, Miraval's director of marketing. "By managing all the various forms of online marketing for us, we can create a unified voice in Miraval's message." www.standingdog.com

{PEOPLE}

MARSH RETURNS TO DALLAS CVB AS REGIONAL DIRECTOR



The Dallas Convention and Visitors Bureau has appointed **Jay Marsh** as its new regional director of sales. Previously, Marsh served as the CVB's director of national accounts in its Washington, D.C., office and as the director of sales for the Indianapolis Convention Visitors Association. "I am very excited about this opportunity with the DCVB," says Marsh. "I've lived and worked in Dallas. Dallas is a great city on the move, positioned very well for meeting business both now and in the future." www.visitdallas.com

AUSTIN CVB ANNOUNCES NEW COMMUNICATIONS MANAGER



Steve Alberts has joined the Austin Convention and Visitors Bureau as its communications manager. Previously, Alberts worked at KVUE-TV in Austin, served as a public affairs spokesperson for State Farm Insurance, and was a senior associate with Wixed Pope Nora Thompson and Associates, a communications training and coaching firm. www.austintexas.org

PLANO CENTRE NAMES NEW DIRECTOR OF SALES



Plano Centre recently named **Joyce Nissen** as its new director of sales. Before joining Plano Centre in November 2010 in another capacity, Nissen worked as the event coordinator at the McKinney Performing Arts Center. She also spent several years in the hotel and training industries.

Nissen is an active member of Meeting Professionals International, American Society for Training and Development, and Dallas Fort Worth Association Executives. She also is a certified tourism ambassador of North Texas. www.planocentre.com