



NEWS RELEASE

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Destination Management Industry Names Laurie Sprouse, Professional of the Year

Dallas, Texas, (August 28, 2018) – On February 20, 2010, at the Association of Destination Management Executives (ADME) annual conference gala in Atlanta, Georgia, Laurie Sprouse, President of Ultimate Ventures, a DMC Network company, was named Destination Management Professional of the Year.

Laurie Sprouse, CITE, CMP, DMCP, co-founded Ultimate Ventures, a Dallas/Ft. Worth Destination Management Company (DMC), over 16 years ago. Sprouse is a change agent. In addition to leadership roles as President of Ultimate Ventures and Sales & Marketing Chair of the DMC Network, she dedicates her “free time” to elevating the destination management industry.

The Destination Management Professional of The Year Award recognizes an individual who has given their time, dedication, leadership, and knowledge towards the advancement of the destination management industry. Sprouse was honored as Destination Management Professional of the Year for her extensive commitment to the DMC industry, her efforts in achieving Legislative Tax Relief for Texas DMCs, and for creating the country’s first legislative definition of a “Qualified Destination Management Company.” In 2009, Sprouse led a group of 20 Texas-based DMCs who banded together to hire a lobbyist on their behalf. She testified before the state legislature and gained the support of the state hospitality community—including the National Federation of Independent Business, Texas Travel Industry Association, Texas Hotel & Lodging Association, Texas Restaurant Association, and Texas Association of Convention & Visitor Bureaus. After introducing two bills that stalled in the legislature, the group was able to get Senate Bill 636 passed last year, which provides an exemption for sales tax revenues for payments DMCs make on behalf of their clients.

“Laurie’s hard work and devotion to the destination management industry is inspiring. She raised the level of awareness for the profession and as a result of her efforts, set crucial precedence for the DMC industry,” said Nicole Marsh, ADME President.



About the Association of Destination Management Executives (ADME)

As the pre-eminent organization for the destination management industry, the mission of ADME is to increase the professionalism and effectiveness of destination management through member and industry education, establishment of standard ethical practices, and to raise the level of awareness of the value of destination management to the respective association, corporate, and general public.

About the Ultimate Ventures, a DMC Network company:

Operating in a world where the only constant is change, Ultimate Ventures is relied upon for consistently delivering. Our decades of experience, resourcefulness and unsurpassed knowledge of our market equips us to provide unique, imaginative solutions. As such, we have earned the reputation as a trusted resource and the destination management company (DMC) of choice in the Dallas/Fort Worth area.

We are passionate about the destination management business and committed to acting in the best interests of our clients and partners who drive our success. From event design and logistics and engaging team-building, to customized tours of Dallas/Ft. Worth and professional transportation services, you can count on our flawless execution across a full range of services.

At Ultimate Ventures, we go beyond executing successful, award-winning events. We believe in acting as the ultimate partner - thinking ahead on behalf of our clients and delivering what really matters most - peace of mind.

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