

## NEWS RELEASE

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### **Ultimate Ventures Boasts Texas' Most Certified DMC Team** *Four New Destination Management Certified Professionals on Staff*

Addison, Texas – Dallas-Fort Worth event and destination management company, Ultimate Ventures (UV), a DMC Network Company, is proud to announce that four of its team members have recently earned their Destination Management Certified Professional (DMCP) credentials, as awarded by the Association of Destination Management Professionals International (ADMEI).

This brings UV's total to seven DMCPs on staff, more than any other Texas DMC. Additionally, Ultimate Ventures shares the honor (with one other company) of having the most DMCPs in the world.



**What is a DMCP?** The DMCP certification recognizes individuals who have demonstrated expert knowledge and best practices in the destination management industry. To qualify as a candidate, an individual must have experience in the Destination Management field plus a combination of education and involvement.

Ultimate Ventures' President, Laurie Sprouse, CITE, CMP, DMCP expresses her pride, saying, "I'm so proud of Dylan, Laura, Key, and Kim for taking the initiative to enhance their industry knowledge and earn their DMCP credentials. They are the definition of true professionals! For our clients, it ensures that they consistently receive top-tier service from a dedicated team that upholds the highest professional standards."

*Pictured from left to right: Senior Program Manager, Laura Keefer, DMCP; Director of Programs, Kimberly Booher, DMCP; Director of Account Management, Dylan Loftus, DMCP; Program Manager, Key Evans, DMCP.*

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

The destination experts at Ultimate Ventures (UV) have been bringing the best of Dallas-Fort Worth to life for over 30 years. As the most awarded corporate event and destination management company in Texas, UV prides itself on providing a full range of services including special events, team-building, group tours/excursions, and transportation logistics. Recognized as the Best Meeting & Event Planning Company in Texas by *Texas Meetings & Events* magazine and as the only ADMEI-accredited DMC (ADMC) in North Texas, our women-owned company gives our clients what they crave most: Time Savings, Expertise, and Peace of Mind. To learn more visit [www.uvdmc.com](http://www.uvdmc.com).