

ACCESS

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ACCESS PARTNER ILENE REINHART TO LEAD ADME AS NEW PRESIDENT FOR 2007

Long Beach, CA, February 12, 2007 – **ACCESS Destination Services Partner, Ilene Reinhart, DMCP, CMP,**



officially took the reins as President of the Association of Destination Management Executives (ADME) at ADME's 2007 Annual Conference held February 9-11, 2007 at the Westin Mission Hills Resort & Spa in Rancho Mirage, California. While much of the country was plagued with winter storms, the skies were sunny in Rancho Mirage as Reinhart was introduced as ADME's new president. In her message, Ilene announced her presidential theme of "Step Up to the Plate!" Says Reinhart, "There is so much about the spirit of baseball that extends to volunteerism within an association. There is the leadership directing the team towards its goal, the support

of the fans, or in this case the membership of ADME, that are the strength of any association. Then there is the teamwork between all of the Board members to work towards a common goal of building upon what others have done before us. I am looking forward to a very productive year serving as the President of ADME!" Ilene Reinhart is a partner in **ACCESS** Destination Services and she leads the **ACCESS** Los Angeles team.

ACCESS Destination Services Partner, Barb Smith, DMCP, was also recognized in the business sessions for her appointment to the DMCP (Destination Management Certified Professionals) Board for the February 2007 through February 2009 term. Barb heads up the **ACCESS** Palm Springs team.

The Association of Destination Management Executives (ADME) is the only professional society for destination management executives with more than 225 members in North America and the European Community. (www.adme.org)

Since 1970, **ACCESS** Destination Services has provided the highest caliber of full-service, professional destination management and event production services in the West, including Anaheim/Orange County, Las Vegas, Los Angeles, Palm Springs and San Diego.

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