

ADME raises the bar for industry professionalism

New accreditation standards will set apart 'true' destination management companies

[Assn of Destination Management Executives](#), Dayton OH, has launched the Accredited Destination Management Company program.

The program was developed to set standards for companies that provide destination management services, as well as to ensure clients "can pinpoint and identify a true DMC," said Ilene Reinhart DMCP, CMP, ADME president and partner, ACCESS Destination Services, Los Angeles office.

The program launched July 17, and within hours 20 companies enrolled in the process. Reinhart hopes between 15-20 companies will successfully complete the first class of ADMCs. Initial deadline for accreditation is Sept. 30.

ADME's accreditation commission determined 16 standards that a candidate company must meet, including directly providing four of the five core DMC services - special events, staffing, tours, transportation coordination and program logistics. Also, 80% of an accredited DMC's annual revenue must come from destination management services. A complete list of standards is available on the ADME web site, www.adme.org.

Accreditation is approved by a commission, whose initial members include Joan L. Eisenstodt, chief strategist, Eisenstodt Associates, Washington; Bonnie Fedchock, executive director, National Assn of Catering Executives, Columbia MD; Barbara Dunn, Esq., partner, Howe & Hutton, Ballwin MO; Barb Hollister, industry relations & procurement sr. director, Carlson Marketing Group, Plymouth MN; and Dave Lutz, managing director, Velvet Chainsaw Consulting, Aurora OH.

Reinhart said the ADME used as models for the ADMC accreditation programs of other assns, such as Destination Marketing Assn International and the American Society of Assn Executives. ADME also conducts the Destination Management Certified Professional certification.

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