

ACCESS

Destination Services

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FOR IMMEDIATE RELEASE

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BETH DANIEL EARNS DMCP CERTIFICATION

Palm Desert, CA, January 19, 2009 – **ACCESS** Destination Services is proud to announce that Beth Daniel, Sales Manager, **ACCESS** Palm Springs was awarded the DMCP designation. The Destination Management Certified Professional (DMCP) exam, developed by the Association of Destination Management Executives (ADME), was held recently in San Francisco.



The Destination Management Certified Professional program is designed to create impetus for organizational self-improvement and to stimulate a general raising of standards. The purpose of the DMCP program is to increase the professionalism within the destination management industry by establishing a level of knowledge and performance necessary for certification; identifying the body of knowledge required; stimulating the art and science of destination management, increasing the value of practitioners to their employers; recognizing and raising industry standards and practices and thereby, ethics; and maximizing the value of the products and services that certified destination management professionals can provide. **ACCESS** Destination Services boasts the highest number of certified DMCPs in the state of California.

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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