



ASSOCIATION OF DESTINATION  
MANAGEMENT EXECUTIVES | DEFINING THE  
DMC PROFESSION

Association of Destination Management Executives  
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29 February 2008

Nancy H Trosclair, DMCP  
President  
**Destination New Orleans**  
53 Echezeaux Drive  
Kenner, LA 70065

Dear Nancy:

Thanks so much to you and all the great people at Destination New Orleans, who helped to make our 13<sup>th</sup> Annual Conference such a success! In the week since we've returned, we've heard nothing but raves about New Orleans and the lagniappe that your company added.

The logo you provided for our conference helped to whet the appetite of our members for the right taste of New Orleans. It must have worked... our attendance was at 200, a 25% increase from last year's attendance and the largest ever for ADME. The arrangements you made for our board dinner at Arnaud's were perfect... and because we did it so far in advance, we were able to enjoy the menu prices at the time these arrangements were made. The room you secured was perfect... overlooking Bourbon Street, with one of the best views of the crowds below.

The Association of Destination Management Executives are a hard group to please... they all know how things **should** be, and if something doesn't go right, they are not hesitant to make suggestions for the future. The comments I heard about your logo were just raves... no ideas of what should have been done better, because everything was done right!

As a professional association manager, I would welcome any opportunity to recommend Destination New Orleans to any of my colleagues, or to work with you again when I bring another meeting to New Orleans. Your attention to detail exemplified the best in destination management.

Cordially,

A handwritten signature in black ink, appearing to read 'Fran', is written over the typed name.

Fran Rickenbach, CAE, IOM  
Executive Vice President