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**New Orleans *Marketing Maestro* Named
“Top 25 Most Extraordinary Minds in Sales & Marketing”**

NEW YORK, NY, January 18, 2007 – The Hospitality Sales and Marketing Association International (HSMAI) has selected Maurice Trosclair, Marketing Maestro for Destination New Orleans as one of the “Top 25 Most Extraordinary Minds in Sales & Marketing.”

Being named to the Top 25 is an honor given to leaders in the hospitality, travel, and tourism industries for measured accomplishment during a given year. This “who’s hot list” gives distinction to outstanding leaders and performers admired by colleagues and the industry as a whole. The call for nominations asked senior executives in hospitality, travel, and tourism to identify sales or marketing executives whose leadership and “get results” strategies were truly exceptional.

Trosclair’s marketing efforts in the past year, for which he is being recognized, have focused on marketing the city of New Orleans utilizing positive messages as well as creative and unique methods of reaching out to the hospitality, travel, and tourism industries through Web Marketing, Public Relations, and Advertising.

As a recipient, Trosclair will be recognized in several ways. He will be honored during a celebratory luncheon and presented with a Top 25 plaque on Monday, January 29 at the New York Marriott Marquis, and later that evening he will be recognized on stage during the 2007 Adrian Awards Gala where his “Destined to Rebuild” video message will be presented. Attended by 800+ industry executives, this black-tie, multimedia extravaganza recognizes outstanding work and achievement in tourism-related sales and marketing.

“The wonderful thing about all the wide-spread international recognition for our marketing efforts,” says Maurice Trosclair, “is the much-needed positive exposure for the city of New Orleans, especially within the hospitality, travel, and tourism industries.”

Destination New Orleans, LLC is a full-service Destination Management Company (DMC) specializing in corporate and incentive groups, event planning and production, logistics, custom tour programs, innovative and creative custom marketing concepts, hospitality and convention services, and team-building activities.

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