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FOR IMMEDIATE RELEASE

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**New Orleans Event Planner Named as Finalist for
“Destination Management Professional of the Year”**

New Orleans, LA, January 18, 2006 – Nancy H. Trosclair, DMCP, president/owner of Destination New Orleans, has been named as a finalist in the “Destination Management Professional of the Year” category in the 2006 ADME Achievement Awards.

The awards are presented by the Association of Destination Management Executives (ADME), the only professional society for destination management executives with more than 200 members in North America and the European Community. The winners will be announced during a gala banquet in February at the Westin Mission Hills Hotel in Rancho Mirage, CA. Destination management executives from around the world are expected to attend.

Nominations were received for fifteen entries from destination management companies throughout North America for consideration in two categories, Rising Star and Destination Management Professional of the Year.

“Being named a Finalist in the ADME Recognition Awards is an important achievement,” said Susan Henderson, ADME President. “It means that members of the meetings industry have agreed that these individuals are worthy of this special recognition.”

Members of the ADME Achievement Awards' judging teams will select award winners from among the Finalists. Winners will receive a crystal award in honor of their outstanding accomplishment.

“Being recognized by my peers as being one of the best at what I do is a huge honor, especially in a year filled with great challenges in New Orleans and in the local hospitality, tourism and meetings industry,” says Nancy Trosclair, president/owner of Destination New Orleans, LLC. “It is truly a privilege to represent New Orleans and to contribute to the rebuilding of our city through my involvement in the local hospitality and destination management industry. It is thrilling to see the amount of much-needed positive press and recognition Destination New Orleans has received recently, especially for our dynamic marketing campaigns that present a positive image of New Orleans as a top U.S. destination.”

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.

Information about ADME and the upcoming Annual Meeting are available at www.adme.org

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