

## Incentive Newsline: DMCs Can Be Accredited

*ADME Offers Program to Boost Firms' Profile, Clout*

By Lisa Grimaldi

**Ilene Reinhart**



**This summer**, the Association of Destination Management Executives, based in Dayton, Ohio, inaugurated a new accreditation program for destination management firms.

The Accredited Destination Management Company program is a first for the DMC industry; previously, professionals in the field could obtain the Destination Management Certified Professional (launched in 2002) certification from ADME; the new credential is for businesses.

Criteria for the accreditation is based on a number of factors, including the stability of the company, commitment to the DMC industry and service levels to clients. Applicants are reviewed and approved by a commission of DMC and industry professionals, and the cost is \$800.

At press time, ADME had received 41 applications from DMCs; the deadline for the initial group, which will earn a Charter Accreditation designation, was Sept. 30.

According to ADME president Ilene Reinhart, DMCP, CMP, the certification can be a real boon. "We hope this will bring more business to DMCs. It will be especially helpful from a procurement standpoint: They will know that accredited companies already have risk management and insurance in place and that they are working with an established office."

According to Fran Rickenbach, ADME's executive vice president, the new program is generating buzz in the industry. "Already one of our members reported they had a corporate client ask them on a site inspection if they plan to become accredited," she said.

Another anticipated plus of the ADMC, according to Rickenbach, will be an increase in the number of members applying for the DMCP certification, as each firm that applies for the new credential is required to have at least one professional on their staff who holds the earlier one.

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