**U.S. Department of Justice**
Washington, DC 20530

# Exhibit A
To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

OMB NO. 1105-0003

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant

Development Counsellors International
215 Park Ave. South, 10th Floor
New York, NY 10003

2. Registration No.

4777

3. Name of foreign principal

Northern Ireland Tourist Board

4. Principal address of foreign principal

St. Anne's Court
59 North Street
Belfast, N. Ireland BT1 1NB

5. Indicate whether your foreign principal is one of the following:

- [x] Foreign government
- [ ] Foreign political party
- [ ] Foreign or domestic organization: If either, check one of the following:
  - [ ] Partnership
  - [ ] Committee
  - [ ] Corporation
  - [ ] Voluntary group
  - [ ] Association
  - [ ] Other (specify):
- [ ] Individual-State nationality

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.
Department of Enterprise, Trade and Investment (DETI), Northern Ireland Assembly

b) Name and title of official with whom registrant deals.
Minister responsible for oversight of DETI.

7. If the foreign principal is a foreign political party, state:

a) Principal address.

b) Name and title of official with whom registrant deals.

c) Principal aim.

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

NITB is responsible for the marketing and development of Northern Ireland as a tourist destination. NITB's key role is leading and enhancing the economic contribution of Northern Ireland's tourism sector

b) Is this foreign principal

| | | |
|---|---|---|
| Supervised by a foreign government, foreign political party, or other foreign principal | Yes ☑ | No ☐ |
| Owned by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Directed by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Controlled by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |
| Financed by a foreign government, foreign political party, or other foreign principal | Yes ☑ | No ☐ |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes ☐ | No ☐ |

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page must be used.)*

NITB operates in accordance with the provisions of the Order and, through DETI, is subject to the overall direction and control of the Minister responsible for oversight of DETI.

NITB is managed by a Chief Executive who is appointed by the Board normally for a fixed term by open competition. The appointment of the Chief Executive is approved by the Minister.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

| Date of Exhibit A | Name and Title | Signature |
|---|---|---|
| 4/30/07 | Carrie Depo, CFO | C Depo |

OMB NO. 1105-0007

**U.S. Department of Justice**
Washington, DC 20530

# Exhibit B

To Registration Statement
Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. One original and two legible photocopies of this form shall be filed for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the Administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

| 1. Name of Registrant | 2. Registration No. |
|---|---|
| Development Counsellors International | 4777 |

3. Name of Foreign Principal

Northern Ireland Tourist Board

Check Appropriate Boxes:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

See atatched

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Public Relations and Promotions to attract tourists to Northern Ireland.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes ☐ No ☑

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

| Date of Exhibit B | Name and Title | Signature |
|---|---|---|
| 4/30/07 | Carrie Nepo, CFO | C Nepo |

Footnote: Political activity as defined in Section 1(o) of the Act means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

# HELPING MORE AMERICANS REDISCOVER NORTHERN IRELAND:



# MAKING THE MOST OF THE SMITHSONIAN FOLKLIFE FESTIVAL

**Presented by**

**Development Counsellors International (DCI)**

**461 Park Avenue South**
**New York, NY 10016**

**January 26, 2007**

dci

Northern Ireland Tourist Board

"Few regions of the world have contributed more to the formation of modern America than Northern Ireland."

That quote, from the website of the 2007 Smithsonian Folklife Festival, says it all: and Development Counsellors International (DCI) would be thrilled to be your partner in spreading the word about Northern Ireland's **"Great places and activities - brought to life by great people."**

Simply put, we believe our 46 years of experience in successfully "marketing places" matches perfectly with your core goal of positioning Northern Ireland as a "must-visit" destination, stimulating increased travel to Northern Ireland from North America, and capitalizing on the Festival as a dramatic one-off opportunity to reach the broadest possible audience.

Before moving into the details of our response, we'd like to tell you a little about DCI, and why we believe our approach is right for you;

- **DCI is the leader in marketing places.** Since 1960 we have worked with more than 300+ countries, states, cities and regions helping them to tell their opportunity stories to both potential visitors and investors. To us - as to you - tourism development *IS* economic development.

- **DCI's tourism practice has focused on destination marketing** (rather than working with hotel, airlines and other private organizations). Clients which appear particularly relevant in terms of analogous experience in successfully reaching an up-market clientele are English-speaking international destinations including Scotland, South Africa, Sweden, and Tasmania. **While we currently represent international clients, we do not service a competing European destination.** (Current clients can be found in Appendix B.)

- **The DCI Team is results-driven.** In the last year alone, we have landed a series of "grand slam" placements in major consumer print and broadcast outlets including *New York Times, Travel + Leisure, Washington Post,* and on the national morning shows of ABC, CBS, FOX, and NBC. (For a sampling of recent DCI placements see Appendix C.) We believe in **measurable targets** and have suggested such throughout our proposal.

- **DCI knows the Smithsonian Folklife Festival.** We've had the pleasure of working with Festival staff for two clients - the U.S. Virgin Islands and South Africa (which we introduced to Festival organizers, and successfully made the case for highlighting them). We also know well the key PR executives for Virginia and Jamestown, also featured at this year's Festival, and foresee cooperative opportunities which can extend awareness even further.

- **DCI *doesn't* know Northern Ireland.** We admit it: we DON'T know Northern Ireland personally – yet. We propose a "quick-start" DCI team visit to Northern Ireland within the first month for a 2-3-day immersion tour, followed by a meeting with NITB for a one-day strategy summit post-immersion tour. We'll want to meet partners and key stakeholders, too. We bring "fresh eyes," and we DO know what the media here will find enticing about Northern Ireland!

**A special bonus is yours, in promoting travel to Northern Ireland in 2007: the new US passport regulations!** Historically, fewer than 25% of Americans have held passports – but new regulations require them (or soon will) for travel to the Caribbean, Canada and Mexico, greatly enlarging the pool of potential overseas travelers. We're confident they'll want to fill those empty pages, and a nearby English-speaking destination like Northern Ireland is a perfect choice!

## I. PUBLIC RELATIONS SUCCESS PLAN

NITB will find a welcome audience in your primary target audience, first-time visitors who are sightseers and (especially) culture seekers, 35+ in the US, 55+ in Canada, with high HHI and education – many eager to spread their wings to discover what's new in the land of their ancestors. With millions of North Americans claiming Irish descent, and a vast array of experiences within Northern Ireland's borders – from great golf, to distinctive architecture, delectable cuisine and friendly, English-speaking people – you are uniquely positioned to capture the imagination of US and Canadian travelers.

**Time is SHORT: and the Potential is GREAT – Let's Get Going!**

The Festival is right around the corner, and there's no time to lose in making the most of this moment in the spotlight! To maximize your impact in this limited time, we recommend a powerfully-focused three-pronged strategy:

1. **Targeted Media Outreach in DC, NY and Beyond**
2. **Active Program of Media Visits to Northern Ireland**

Let's look at each of these in turn:

### 1. DEVELOP A "MOST WANTED" LIST

Working with NITB, we will develop a "most wanted list" of key outlets, focusing our efforts on the media that will be of most value to you as we look to build upon your exposure during the Folklife Festival. We will then identify and fully document a series of "key media themelines" that will highlight Northern

Ireland's various brands, and will be meaningful to different media outlets on our list.

Essentially we are suggesting a "rifle-shot" approach to a select group of 100+ key publications and electronic outlets that reach your target audiences. Key categories will include:

- **Consumer Travel Magazines** (*Conde Nast Traveler, Elite Traveler, National Geographic Traveler, Town & Country Travel, Travel+ Leisure*)
- **Travel Sections Of Major Daily Newspapers** from key markets (*Chicago Tribune, New York Post, New York Times, Washington Post*)
- **Travel Sections Of National Dailies & Newswires** (*Christian Science Monitor, USA Today, National Post,* AP, Copley News Service)
- **Lifestyle** (*AARP, Departures, Smithsonian, Town & Country*)
- **Online Travel Web-zines** (Frommers.com, CNN.com, MSNBC.com)
- **Specialty Niche Markets, including golf and Epicurean** (*Bon Appetit, Food & Wine, Gourmet, Golf Digest, T&L Golf*)
- **Television** (major network morning shows and cable programs focusing on special interests of relevance to Northern Ireland)

**GOALS:**

- **Complete Immersion Tour**
- **Identify "Most Wanted" Media List of 100+ media outlets**
- **Document key messages and story angles**

## 2. TAKE NORTHERN IRELAND "ON THE ROAD"

### A. SMITHSONIAN FOLKLIFE FESTIVAL EVENTS

While there's no substitute for bringing the media to Northern Ireland, we have found it extremely effective to bring the destination to the media.

DCI will seek to secure media attendees to the Smithsonian Folk Life Festival events sponsored by the Northern Ireland Tourism Board. These will include:

| | | |
|---|---|---|
| Tuesday, May 22 | Masterclass Gala Dinner | TK media |
| Wednesday, May 23 | Ambassador's Residence Reception | TK media |
| Thursday, May 24 | Food | TK media |
| Monday, June 18 | Craft | TK media |
| Saturday, June 30 | Music | TK media |
| Monday, July 9 (or July 10) | Landscape | TK media |
| Tuesday, July 17 | The Big House Tradition | TK media |

Titanic

**B. MEDIA TOURS/ONE-ON-ONE APPOINTMENTS**
In addition to arranging attendance to the Smithsonian Folklife Festival events, we'll schedule a full program of one-on-one interviews/meetings as spokespersons are available. This is another valuable method of spreading the word and building relationships with journalists.

Having representatives from Northern Ireland meet journalists in-person not only provides journalists with an introduction to a unique story angle, but it also opens the opportunity to conduct radio and television interviews, offering them someone on-air with a unique story to tell - and an appealing accent, a real enhancement for radio!

**Goals:**
- **Secure TK media to five Smithsonian Folklife Festival events;**
- **Secure 5-10 desk-side appointments (including broadcast interviews) for Northern Ireland Tourism Board representatives in New York City and Washington DC.**

**3. PITCH, PITCH, PITCH: PROACTIVE MEDIA RELATIONS THAT DELIVER RESULTS**

**A. Proactive Outreach To Traditional Media**
Feature pieces focusing on Northern Ireland's strengths of culture, golf, family travel, and short breaks will result from consistent proactive, one-on-one pitching of targeted journalists/publications on that "Most Wanted List". We'll be pitching them constantly, through email outreach and personal phone calls to writers with continual follow-up.

We'll also check editorial calendars of magazines and newspapers to be on top of which publications are already planning to cover something that offers opportunity.

Additionally, through the agency's subscription to ProfNet Leads, Travel Publicity Leads, Travel Writer Market Letter, and Media Insider -- all used by journalists to post their upcoming stories and request assistance with story angles, experts to speak with or general information -- DCI will pitch Northern Ireland on a daily basis.

**B. BLOGS AND PODCASTS AND RSS FEEDS: OH, MY!**
It's an exciting world out there, with every traditional media outlet and freelance travel writer creating blogs and podcasts on their websites, and everyone from Disney World to individuals producing RSS feeds, to bring their news straight to consumers!

E-newsletters from such eminent travel authorities as Frommers.com, Travelocity, Expedia and blogs from top travel writers enrich the mix considerably.

Add in the thousands of individual bloggers, and it's an affordable – if complex! - opportunity to reach potential travelers directly, in a highly credible manner.

Here's what we recommend for NITB, to take the greatest advantage of your participation in the Smithsonian Folklife Festival, and reach both the younger demographic (college aged and upwards, which is more peer-to-peer oriented) as well as the more traditional market, which is both reading e-newsletters from trusted authorities and creating/reading blogs:

- Bring **bloggers from top universities in key markets** (DC, New York metro, Boston, Chicago) to Northern Ireland on spring break to blog about their adventures. The Travel and Tourism program at NYU would be a great place to start: those students are likely to be advising their peers on worldwide travel already! Other likely candidates include George Washington University (which also has a Travel and Tourism graduate program) and such top-level universities as Princeton, Harvard, Northwestern, and many more.

- Target **respected travel writers who are also well-read bloggers** such as Everett Potter (www.everettpotter.com), Reid Bramblett (www.reidsguides.com) and Christopher Elliott – who also offers an RSS feed as well as a weekly newsletter and a blog -(http://www.elliott.org) for travel to Northern Ireland in late spring, summer and fall, and offering special deals to their audience.

- Work with **travel blog aggregator realtravel.com** to identify appropriate bloggers who already have a following, and invite them to Northern Ireland. As a sample of their content (all of which is reviewed by editors), here is the link to their existing blogs relevant to Northern Ireland: http://realtravel.com/northern_ireland-united_kingdom-travel-blogs-d1966-3.html

- **E-newsletters, particularly daily ones** such as **Frommers.com**, are always eager for content and eager for an insider's perspective. We work with them frequently, both by sending their writers to our client destinations, and by providing content on holiday or value packages, special events and "deals." **Daily Candy.com is** another highly popular opportunity, offering one special deal (products and experiences, including travel) per day to its subscribers, all of them young women.

- **Podcast sites that target niche audiences** of special interest to Northern Ireland. We'll work with you to identify and seek them out, then pitch them on coming to Northern Ireland to bring their listeners/viewers that latest. We've included an example of one highly targeted podcast site that was very successful for the State of Pennsylvania, to highlight its history and diversity of roller coasters to enthusiasts.

- **Negotiating web content as part of all media coverage**, to assure that all-important link to your website! For Tasmania, we successfully put together a combination of broadcast coverage from "Flyfishing the World," with print coverage in American Angler: the magazine allowed their article to be published on the "Flyfishing the World" website, where a specially-created package tracing the episode appeared with a link to the fishing lodge (which reported an immediate surge in bookings), as well as a link to Tourism Tasmania's web site for more information and

-Darryl

And of course, links to all resulting coverage in blogs, podcasts and e-newsletters should be placed in appropriate areas of your own website, to further increase their readership/listenership/viewership.

We've not recommended setting up an RSS feed: however, if you anticipate a frequent enough flow of news, it may be worth considering. To ask people to subscribe to an RSS feed, you should be confident you will have a regular flow (weekly, at least) to make it worth their while.

Alternatively, you can encourage them to sign up for alerts when new postings/podcasts or newsletters appear, on your website or via links.

We'll be delighted to explore any of these ideas further, at your convenience.

**GOALS:**

- **Pitch and secure 10-12 individual visiting journalist visits**
- **Identify top 10 new media targets and pitch and secure participation by 2-3 of these media as part of Northern Ireland's Visiting Journal Program (see above).**

## 4. REPORTING AND MEASURING SUCCESS

For all of our clients, the bottom line is important. We consider ourselves part of the sales team for all our clients, and we like being measured by tangible, quantitative results, which we track and report monthly. Here are four particularly effective measurement techniques that we use:

- **Advertising equivalency/Impressions and ROI:** This is a familiar and useful device. **DCI's Tourism Division has exceeded 14 to 1 ROI** in the past year for our clients, often much higher.

- **Number of inquiries/web site hits** generated by the media exposure we have produced. Where possible, it's ideal to track actual responses generated by the exposure we have produced, through a dedicated toll-free number and web address for public relations efforts. For the United States Virgin Islands, tracking indicated that 34% of all inquiries originated from DCI placements.
- **Call to action in resulting articles,** particularly effective with web placements, where a link to www.discovernorthernireland.com can be easily included.
- **Message delivery:** do the placements we've achieved for you incorporate one or more of the messages we've agreed are most important to deliver?

Of course, an increase in visitors to Northern Ireland is the most important indicator of all!

**GOALS:**

- **Draft and distribute monthly reports**
- **Create and present spreadsheet system for tracking and evaluating media coverage, advertising equivalency, and impact of media results.**

**5. AD HOC CONSULTING**

For Northern Ireland, as for all our clients, we're here when you need us, whether it's a marketing or public relations question or not! We're always available to review and/or assist with counseling the Northern Ireland Tourist Board in the event of a crisis, media training, overall marketing campaign building, etc. We constantly monitor industry trends, and are able to provide insight into both competitor programs and visitor expectations, so that Northern Ireland can better address product development within Northern Ireland to meet market demands.

We can't stress enough how important it is to us that our clients know we are there for them, whatever the need.

## II. THE DCI TEAM FOR NORTHERN IRELAND

No matter which agency you choose as NITB's partner, it's the team that will handle your account that will make or break your success.

We've hand-picked our very best team for you: all are seasoned destination marketing professionals, two of whom have sat on your side of the desk (one with the iconic "I Love New York" program, the other with Tourism Australia), and know from personal experience the constraints and delights of promoting a destination from within a governmental organization!

The DCI account team for Northern Ireland will be headed by **Peggy Bendel, Senior Vice President/Travel Marketing; Karyl Leigh Barnes, Vice President** will serve as the day-to-day contact, complemented by **Malcolm Griffiths, Account Supervisor**, and **Sarah Price, Account Executive**. This DCI team for Northern Ireland has a combined 50+ years in travel marketing experience. This team is in place, knows how to work together and is ready to make things happen for Northern Ireland! (And all have Irish heritage somewhere in their genes!)

Background on each team member follows in Appendix A (and more detailed resumes can be found on our website at *www.aboutdci.com*.

The team will be supported by a talented administrative staff headed by Intisar Wilson, to handle activities such as event invitations, distribution and tracking.

Proposed responsibilities and time allocations for each – which can be adjusted after discussions with the NITB team – are:

- **Peggy** will serve as Account Strategist, spending 15-20% of her time on strategy, planning and client communication.
- **Karyl Leigh** will devote 30-35% of her time to NITB, focusing on promotions and broadcast media. She will also be your day-to-day contact
- **Malcolm and Sarah** will each spend 25-30% of their time on media relations, event planning, reporting and measurement

**All** members of the team will pitch media, and **all** will be available 24/7 throughout the period of our work with you.

## III. BUDGET

Based upon the activities you have outlined in your deliverables, we have divided the "core program" budget into two elements: monthly retainer fee and projected out-of-pocket expenses. The latter item involves considerable variation, but represents our current estimates based on recent experience. **All program costs are in US dollars.**

We have NOT budgeted costs for journalist travel to Northern Ireland, as it is assumed that this – and all hosting costs for journalists and DCI staff when in Northern Ireland- will be provided on a complimentary basis or paid for by NITB.

DCI professional fees will be billed at the beginning of each month. Expenses will be billed as they occur with proper documentation; client payment is requested within 15 days of billing. Expenses will be billed separately with appropriate documentation. All expenses will be billed without mark-up.

**NORTHERN IRELAND TOURISM BOARD - PUBLIC RELATIONS PROGRAM BUDGET**
(March 1-September 30, 2007)

| | | |
|---|---|---|
| **Professional Fees:** | | |
| DCI Professional Fees for Program Design, Execution, and Administration Expenses ($8,500/month x 7 months) | | **$ 59,500** |
| **Program Expenses:** | | |
| DCI Staff Travel to Northern Ireland ($1,000/visit x 4 visits) | $ 4,000 | |
| DCI Staff Travel in North America ($500/month x 5 months) | $ 2,500 | |
| Communications ($400/month x 7 months) | $ 2,800 | |
| Clipping Service ($800/month x 4 months) | $ 3,200 | |
| Contingency (approx. 10% of program expenses) | $ 1,250 | |
| **Program Expense Subtotal:** | | **$ 13,750** |
| **PROGRAM TOTAL:** | | **$ 73,250** |

Accepted as described:

Dara Farmer — 9th March 07

Name, Title — Date



NITB Communications Manager

## IV. SUMMING IT UP

DCI's extensive experience marketing international destinations, as well as our knowledge and track record with the Smithsonian Folklife Festival, uniquely position us to hit the ground running, taking the lead to strengthen Northern Ireland's travel brand within the US and Canada, and stimulate increased travel.

Everything we have learned to date about Northern Ireland – from our own travels, your web sites, and our own research – has confirmed our opinion that Northern Ireland is a destination that is ready for discovery by increased numbers of North American travelers.

Lonely Planet's "Blue List 2007" description of Northern Ireland as *"...abuzz with life; the cities are pulsating, the economy is thriving and the people, the lifeblood that courses through the country, are in good spirits"* is just what the North American traveler is seeking.

Please call (520-818-0399) or e-mail (peggy.bendel@dc-intl.com) Peggy Bendel with any questions you may have or clarification you may need.

We would welcome the opportunity to be the public relations firm selected to jump-start that process of discovery, and help you meet your ambitious goals.

Cordially,

Peggy R. Bendel
Senior Vice President

Karyl Leigh Barnes
Vice President

Malcolm Griffiths
Account Supervisor

Sarah Price
Account Executive