

## Eddie Deen & Company, Inc. Receives LaVonne Rea Service Award at 2008 Dallas Convention & Visitors Bureau Annual Meeting

DALLAS, Texas (October 21, 2008) - After nearly 28 years in the hospitality industry, Eddie Deen was awarded the LaVonne Rea Exceptional Customer Service Award at the Dallas Convention & Visitors Bureau (Dallas CVB) 2008 annual meeting. This is the first time in the bureau's history that the award recipient is a company rather than an individual.

Eddie Deen & Company, Inc. is committed to providing the best experience for its customers through its catering, event planning and entertainment options. The legendary full-service organization enjoys a prime position directly south of the Dallas Convention Center, which provides an opportunity for consistent business with the meetings and conventions industry.

"Eddie Deen & Company has an excellent relationship with the Dallas CVB and the entire meetings industry," said bureau president & CEO, Phillip Jones.

"Eddie and the company are absolutely committed to servicing their customers, no matter how large or small the group size, and providing a memorable experience."

The man behind the company dedicated himself to South Dallas, where the venue is located, through volunteerism with Paul Quinn College, DISD, the Martin Luther King Community Court and several nonprofit organizations. He has also worked with dignitaries like George W. Bush, Ross Perot Jr. and Ray Hunt.

"I'm quite honored to have received this award. Customer service, both internally and externally, is a priority for the company and we pride ourselves on treating customers and employees with the utmost respect," said Deen as he accepted the award. "When both parties are happy, we are doing our job."

The Lavonne Rea Exceptional Customer Service Award, named for former Dallas CVB employee Lavonne Rea, is given annually to recognize the individual or company that best exemplifies outstanding customer service. Lavonne Rea, in 26 years at the Dallas CVB, left a legacy of dedication and customer service that set the standard for performance. Rea held the position of convention services manager upon her retirement and the bureau established the award in her name in 2001.

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### About Dallas:

Dallas is a destination that inspires big ideas. As the No. 1 one visitor destination in Texas, the Dallas area offers the best shopping in the Southwest, a cutting-edge culinary scene led by nationally acclaimed celebrity chefs, 70,000 hotel rooms, ranging from luxury to boutique, and more than 200 golf courses. The city boasts the largest contiguous urban arts district in the U.S. with five cultural venues designed by Pritzker Prize-winning architects. In addition, the Dallas metropolitan area is the only one in the Southwest to host teams representing five major professional sports leagues, including the legendary Dallas Cowboys. The Dallas area is also the largest film and television production center in Texas and the location of the Dallas Film Commission. For additional information about the city, see [www.visitdallas.com](http://www.visitdallas.com). Live Large. Think Big.T

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