

Spotlight: Destination Resources

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Naples, Florida –

Planning a large meeting or social event can be an incredibly daunting task. With so many details to consider, organizing a gathering of any size or importance can quickly become a full-time job in itself. In many cases, it's a job best left to professionals. That's where a company like Destination Resources, Inc. comes in.

Destination Resources, Inc., located in Naples, FL, specializes in the design and implementation of events, activities, tours, etc., for private and corporate events. Focusing specifically on venues in Southwest Florida and South Florida, DRI has a library of resources and the creative genius to produce the perfect event for any social or professional occasion.

Owned and operated by Sheryl Ferrie and her team of dedicated, energetic event coordinators, DRI is truly a one-stop shop for all of your large event and destination management needs. By handling everything from transportation to leisure activities to catered meals, DRI completely eliminates the stress usually associated with these endeavors. With their commitment to excellence, the folks at DRI are dedicated to making every occasion a one-of-a-kind experience.

Recently, DRI decided to more completely automate its burgeoning event management business. So where do experts in organization turn when they themselves want to organize? For DRI, the solution was Caterease Software, leader of the catering and event management software industry.

"Destination Resources is not our typical customer," says Chris Kopriva, Caterease Director of Training. "While most Caterease users manage individual events, DRI manages 'programs' that consist of many events taking place over multiple dates.

"It's a testament to the flexibility of Caterease," Kopriva continues, "that it can meet the needs of Destination Resources so well. Events in Caterease can be created to cover as many days and occasions as is necessary; prints can be customized to provide DRI's customers with all the information they require; even the entire concept of event menus can be redefined to reflect DRI's unique business requirements. No other application would have given them as much control."

Kopriva points to the dynamic menu management features in Caterease as a powerful example of the program's flexibility. "While most Caterease customers have menu items such as 'Filet Mignon' or 'Chicken Sandwich', DRI sells services such as 'Airport

Transportation’ or ‘Team Building Programs’. Caterease has the unique ability to handle this wide variety of items, including the paragraphs or sometimes pages of detailed descriptions that accompany them.”

Although the menus themselves can be as involved as DRI needs, selecting them for various events is still incredibly simple and intuitive, Kopriva says. “One of the greatest advantages to Caterease,” he notes, “is how it makes so many complex tasks incredibly easy.” That’s another characteristic, of course, that it shares with DRI.

Destination Resources has built a strong reputation by first understanding the needs and objectives of their customers, and then exceeding them. Caterease Software shares that business philosophy. With dedicated, talented personnel working tirelessly to provide the best products and services available, both companies stand out as leaders in their respective industries.

For more information on DRI, visit www.destination-fl.com. For more information on Caterease Software, visit www.caterease.com or call their sales office at 800.863.1616.

About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website www.caterease.com or call 800.863.1616 for more information.

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