



2007 Annual Report and 2008 Business Plan





I am proud to present ACVB's 2007 highlights, key strategies and programs for sales and marketing in 2008.

2007 was another strong year for one of Atlanta's most important industries: hospitality. Metro Atlanta's millions of visitors helped account for more than 57,000 hotel rooms occupied each night. Those rooms placed Atlanta as seventh in room demand among all U.S. metro areas. Our nearly 500 Zagat-rated restaurants and unrivaled attractions gave those visitors a unique southern experience. We gained a ranking of fourth in the number of business visitors to our market and we are among the top 10 in leisure visitation.

ACVB is a driving force behind the hospitality industry, but it takes a team effort. Atlanta has a remarkable team, full of spirit and passion.

In 2008, we will continue to achieve great things together. We have a compelling story to tell, and our plan is results-driven. As we move forward, our city has unprecedented momentum with new hotels, restaurants, retail and residents.

I want to recognize Michael Robison for two years of outstanding leadership as our chairman of the board of directors. He helped set the stage for ACVB to continue to attain success. I am also pleased to welcome Steve Smith as the new chairman. I know that he will continue the progress we forge on our way through a new era of prosperity.

As always, thank you for supporting the vitality of Atlanta's hospitality industry. Our vision is to be the best and most hospitable city with which to do business, and we can only do it with your help.

Spurgeon Richardson
President & CEO



My congratulations to the ACVB staff on an outstanding year in 2007! As I assume the role of chairman for the next two years, ACVB and our city have many opportunities to continue highlighting Atlanta as the destination of choice for leisure and business travelers. The hospitality industry is a major economic driver for the city, and we have enjoyed a tremendous team effort from the Atlanta community. We will continue to use outstanding teamwork to market Atlanta, move us forward and exceed the successes of 2007.

For 2008, ACVB will focus on our vision to be the best and most hospitable city with which to do business. Our key strategies for meeting this goal will be to:

- Leverage Atlanta's coming of age and customer service
- Position Atlanta Convention & Visitors Bureau as the easiest CVB with which to do business
- Increase our overall market share

I look forward to serving you in my new role and am committed to lead as we build on our accomplishments for the future.

Steve Smith
Chairman of the Board, 2008-2010

2007 Year in Review

Atlanta captured the energy of 2006, one of the strongest years in the hospitality industry, and carried it through 2007. The cranes still soar over the skyline, and construction crews crowned the finishing touches on long-awaited destinations. Visitors took in the taste factory at New World of Coca-Cola while two boutique hotels, The Ellis Hotel and TWELVE Centennial Park added new flavor to Downtown. Restaurants opened to national acclaim, and the Cobb Energy Performing Arts Centre gave us a dazzling new stage.

For the past several years, visitor volume and spending have consistently and substantially increased, and 2007 followed the same path. With upward of 35 million visitors flocking to metro Atlanta and billions in spending, Atlanta accounts for more than 50 percent of Georgia's tourism economy, the eighth largest in the country. The several billion dollars of direct spending in the City of Atlanta alone further highlights ACVB's contributions to a healthy hospitality industry. Using new assets, the ACVB sales team marked the second consecutive year of booking more than 2 million room nights, which should generate more than \$3 billion in future spending.

ACVB secured three prestigious events that will represent 5,000 of the tourism and convention industry's key decision makers. Meeting planners will experience what makes Atlanta a great city with which to do business during Meeting Professionals

International (January 2009) and International Association of Exhibitions and Events, formerly IAEM (December 2009). Top travel writers will explore new story ideas in Atlanta at the Society of American Travel Writers Central States Chapter Meeting (April 2009).

Atlantans were turned into ambassadors as ACVB, in partnership with Brand Atlanta, launched one of the first social networking destination Web sites in the country, ATL Insider. The site provides visitors with recommendations through blogs and forums, while also providing user-generated content on Atlanta.net. With 5.9 million visitors to the site in 2007, an estimated 54 percent of those site visitors traveled to Atlanta and spent a collective \$1.8 billion. More than 20 percent of these visitors made their decision after spending time on Atlanta.net, resulting in \$366 million of direct spending in the city.

Atlanta continues to develop as a top choice for business and leisure travel. As new development strengthens our destination appeal, ACVB prepares for the future with aggressive sales programs, inventive marketing tools and firm results to generate more income for our economy. Join us as we begin a new year with a new vision.

"You may think you know Georgia's capital city, but think again. No place in the South has grown faster and changed more, and it just keeps getting better."

—Southern Living, May 2007



New World of Coca-Cola opened with nearly 70 beverages from around the world and what has to be the world's smallest and slowest bottling line, slowed so guests can see the process. New World of Coca-Cola only produces enough eight-ounce bottles for each guest to take one home: 1.2 million a year.

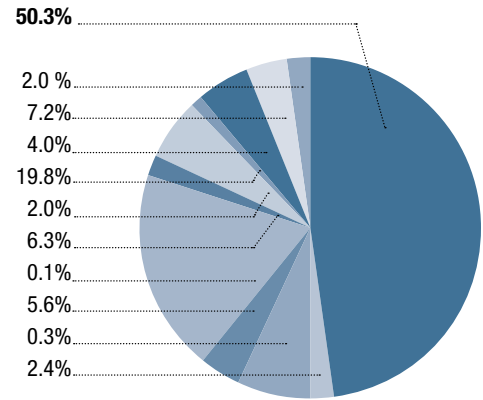


An estimated 1.6 million visitors attended events at the Georgia World Congress Center, generating an estimated \$1.7 billion for the local and state economy. *

*fiscal year 2007, source, GWCC

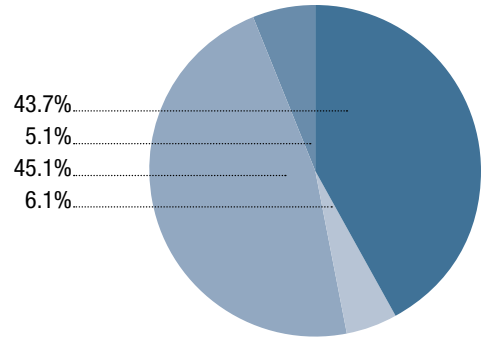
2007 Actual Revenue

Total Public Sector Support	\$10,435,362.11
Private Sector Support	
Annual Meeting/Hospitality Hall of Fame/Fundraising	\$425,087.35
Publication Ad Revenue	\$1,504,143.40
Co-op Cash Support	\$829,735.74
Contributed Services	\$4,109,769.26
Grants/Sponsors	\$416,373.45
Membership Dues	\$1,301,783.24
Membership Services	\$19,864.00
Registration Revenue	\$1,152,637.88
Internet Revenue	\$61,425.00
Other Revenue	\$501,395.78
Total Private Sector Support	\$10,322,215.10
Total Support & Revenues	\$20,757,577.21



2007 Actual Expenses

Payroll & Related Expense	\$9,016,288.68
Other Operating Expense	\$1,043,098.29
Direct Promotional Expense	\$9,297,569.68
Capital Expense	\$1,263,115.36
Total Expenses	\$20,620,072.01



International passenger traffic at [Hartsfield-Jackson Atlanta International Airport](#) is up 10 percent over the last year. During 2007, almost 8.9 million passengers began or ended international journeys at the airport.



Open a menu in one of Atlanta's nearly 500 [Zagat-rated restaurants](#).
Source: zagat.com



2007 Accomplishments

More than 57,000 rooms were occupied each night in Atlanta for 2007, and much of those rooms were located within the city of Atlanta. While our 2007 city-wide results are not yet ready from DK Shifflet, we know that hotel tax collections, which represent total room revenue, were up in 2007 over our banner year of 2006.

We are very proud to announce that ACVB sales and marketing and Web marketing contributed significantly to this success. Additionally, we are pleased to report that public relations, visitor center visitation, membership sales and programs, and financial initiatives each exceeded their key strategic goals for 2007.

A five percent increase was seen on how Atlanta rates as a convention site among U.S. meeting planners, placing our city well above the average. Almost 90 percent of meeting planners who met in Atlanta in 2007 said they had a favorable experience with ACVB. Also, improvements in measurements of ACVB employee and membership satisfaction of five and seven percent, respectively, show that we have come together to better sell Atlanta each day.

“Downtown Atlanta has changed on virtually every corner, and experienced growth in almost every sector, including the conventions industry, which, in the first 90 days in this year alone, secured future business valued at more than \$250 million.”

-Meetings and Incentive Travel: July/August 2007

Meetings and Conventions Activities

- 2,045,155 room nights were booked by the convention/group sales departments for future business, exceeding goal by 105 percent. This should generate more than \$3 billion in future direct spending in Atlanta.
- 5,896 leads were issued to the industry by the convention/group sales, international and domestic tourism departments for future business, both group and individual. This also exceeded goal by 105 percent.
- More than 250 groups that met in Atlanta during the 1990s were prospected for new business.
- Seventy-one sales and services programs were executed in 30 cities across the U.S., Canada and Mexico.
- ACVB provided registration assistance to 250 groups with more than 760,000 hours billed at \$1,096,985.

P4



The sales department presented to more than 620 meeting planners during [Update Atlanta](#). The 10-city tour, including newly added Los Angeles and San Francisco, focused on Atlanta's new openings and recent developments.



Most ACVB departments contributed considerable support to the [2007 NCAA Men's Final Four](#) with an economic impact of more than \$60 million.

Leisure Tourism Activities

- With 5.9 million visitors to Atlanta.net in 2007, an estimated 54 percent traveled to Atlanta and spent \$1.8 billion. More than 20 percent of these visitors made their decision after their experience on Atlanta.net, resulting in \$366 million of direct spending in the city.
- Of Atlanta.net visitors, 89 percent came to the city for business or pleasure, or a combination of both. These visits averaged 2.55 people, staying 2.35 nights in paid accommodations. Web site visitors spent \$870 during their stay.
- ACVB completed a successful soft launch of new Atlanta.net social networking site, ATL Insider.
- 62,029 Atlanta CityPasses were sold through December 2007, far exceeding the goal set by CityPass of 40,000 in three years.
- Atlanta.net hotel package programs produced 4,400+ in room night package sales.
- ACVB partnered with Atlanta Braves, Georgia Aquarium, Stone Mountain Park and Six Flags Over Georgia in the MVP Package program; more than 1,600 packages were sold.
- Launched new International Guide, printing 150,000 copies in five languages, and new Alive After 5 brochure, highlighting nightlife and entertainment venues available after 5 p.m.
- ACVB hosted 29 domestic and international tour operator familiarization trips.
- ACVB staff attended 27 domestic and international trade shows and sales missions.

“Atlanta has reinvented itself again. When the city last grabbed the national spotlight as host of the 1996 Summer Olympics, it had transformed itself into a pedestrian-friendly metropolis in full party mode. Now, it has re-emerged as a tourist destination with a surprising child-oriented focus.”

- *The New York Times*, March 2007

P5



Georgia Aquarium added more than 7,000 square feet to the Oceans Ballroom, just two years after opening.



Taxi Appreciation Week was coordinated March 19-25 with 20 venues participating, and attendance from taxi drivers was as much as 300 at some venues.



Communications Activities

- The communications staff hosted more than 200 media who created stories and more publicity for the city.
- Handled 4,812 media inquiries, exceeding the 2007 goal.
- Communications generated 401 television and radio clips.

Member and Community Support Activities

- ACVB planned and presented the 2007 Diversity Summit with 300 attendees from 14 cities: 20 panel participants, three keynote speakers, seven CVBs, 134 high school students and 45 college students.
- ACVB hosted the first in a series of Customer Service Seminars for members and staff.
- Two Corporate Partners Meetings were held, with 102 in attendance.
- A Salute to Delta was hosted at Hyatt Regency Atlanta with 850 attendees, along with Metro Atlanta Chamber of Commerce, Buckhead Coalition, Central Atlanta Progress and Midtown Alliance.

- The 9th Annual Atlanta Hospitality Hall of Fame was held at the InterContinental Buckhead honoring Cindy Fowler of Presenting Atlanta; Tim Lindgren of Hyatt Hotels & Resorts; Robert “Sarge” Lunsford of the Omni Hotel at CNN Center; and Steve Nygren of Peasant Restaurants and Serenbe.
- Exceeded new member revenue goal by \$42,922.
- Implemented exit survey for members who have cancelled or were dropped in an effort to retain members for future years.
- ACVB reached the goal of 85 percent member retention.
- The ACVB restaurant reservation booth at AmericasMart generated 465 reservations with 1,285 covers during gift shows.
- Made more than 13,000 restaurant referrals from Visitor Information Centers.

“Blending Southern charm and progressive growth, Atlanta is a city that’s on the move in the meetings industry.”

– *Convention South, May 2007*



The 16th Turkey Trot Invitational golf tournament exceeded goals with more than 300 players and guests and 70+ sponsors. \$250,000 was raised for ACVB Foundation and sales and marketing efforts, and 90,000 meals were donated to the Atlanta Community Food Bank.



ACVB represented Atlanta at [ASAE 2007](#) in Chicago, producing more than 40 leads and requests for proposals. The eight co-sponsors were ABCOM, AmericasMart, Atlanta Airport Hotel Council, Georgia Aquarium, Georgia International Convention Center, Georgia World Congress Center, Hyatt Regency Atlanta and Sheraton Atlanta.

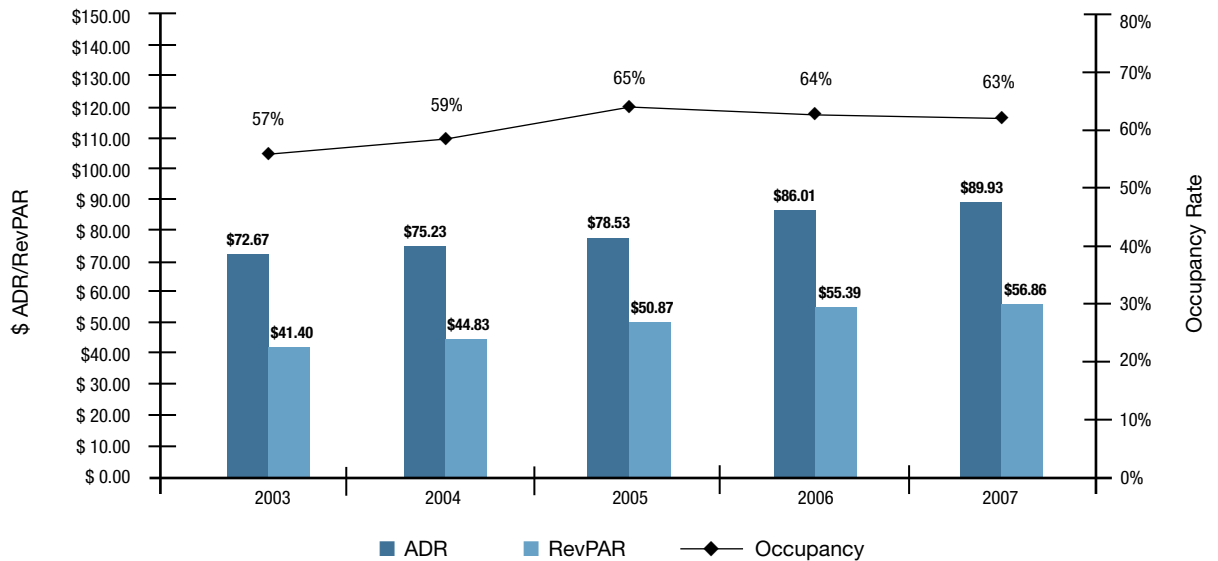
Administration and Oversight Activities

- ACVB exceeded goals in public and private sector support, as well as payroll and related expenses.
- Received clean 2006 audit opinion from external accounting firm.
- Successful negotiation, planning, and relocation of new ACVB offices located on 14th and 15th floor of Peachtree Center's Harris Tower.

"Whether they're in Atlantic Station or Inman Park, Atlanta restaurants have hit their stride."

— *Travel + Leisure*, March 2007

Average daily rate and RevPAR support Atlanta's healthy lodging industry. Occupancy in the metro area leveled in 2007.



P7



More than 1,900 members were hosted at [Connect](#) events, Member Orientations and Industry Briefings.



The [Cobb Energy Performing Arts Centre](#) opened Sept. 15 on time and within budget, housing a 2,750-seat theater and 10,000-square-foot ballroom.

2008 Business Plan

“Atlanta’s meteoric makeover fashions a city of endless possibilities.”

– *Meetings and Incentive Travel, July/August 2007*

New Year, New Vision, New Sense of Commitment.

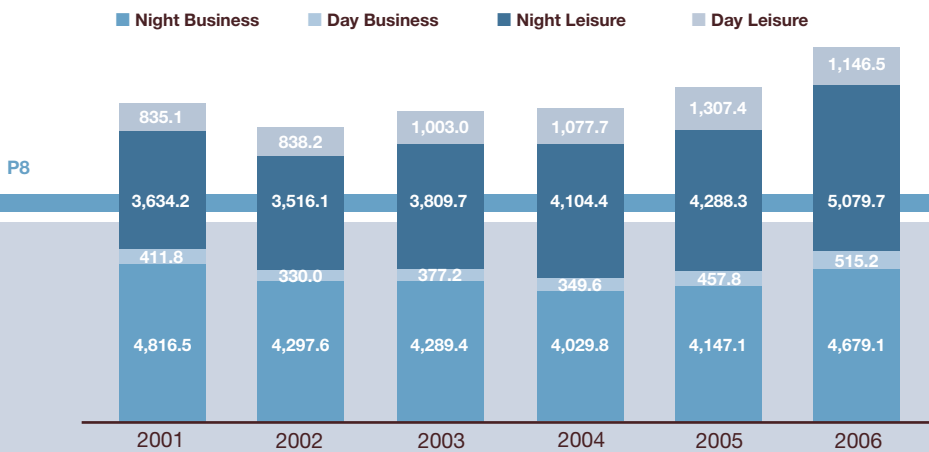
Our refurbished Business Plan signifies the first step in a change for ACVB’s planning procedures, both externally to our customers and internally for our operations and communication. ACVB performed a multi-faceted evaluation that included a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis performed by all employees, plus a corporate appraisal by ACVB members, the Customer Advisory Board and hotel partners.

The information gathered from these meetings was taken to a two-day senior management planning session led by a highly experienced facilitator and was used to produce the Plan’s three keys to success and a new vision for the Bureau: **To be the best and most hospitable city with which to do business.**

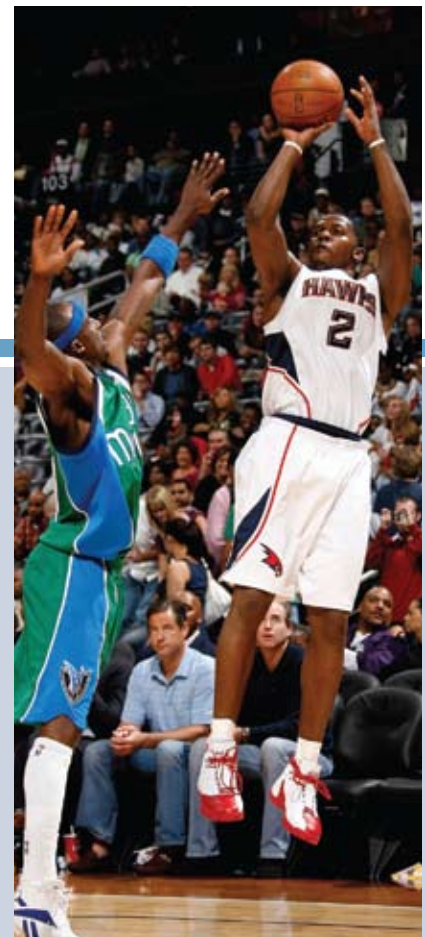
Keys to Success

- **Leverage Atlanta’s Coming of Age and Customer Service** Introduce new processes that will foster a passionate environment throughout ACVB, allowing us to sell and market the city’s key assets and be viewed as best in class in customer service.
- **Be the Easiest CVB with Which to do Business** Position ACVB as the preferred Destination Management Organization (DMO) that flawlessly executes the basics and openly communicates to ensure a successful event or experience.
- **Increase Overall Market Share** Grow our overall market share within the top 25 travel markets by 1 percent to 6.9 by the end of 2012.

ACVB’s Business Plan and vision will foster continued growth in visitor volume and direct spend.



Note: Figures are in \$ millions. Source: DKS&A



Tactics

Leverage Atlanta's Coming of Age and Customer Service

Introduce new processes that will foster a passionate environment throughout ACVB that allows us to sell and market the city's key assets and be viewed as best in class in customer service.

- Enhance current measurement systems to gain total alignment in ACVB.
- Implement customer service training to both internal and external customers.
- Institute a Strategic Advisory Group (SAG) to review and implement all current and future processes within ACVB.
- Expand potential long-term funding sources.
- Conduct needs assessment to determine future training opportunities throughout ACVB.
- Maximize current performance management system.

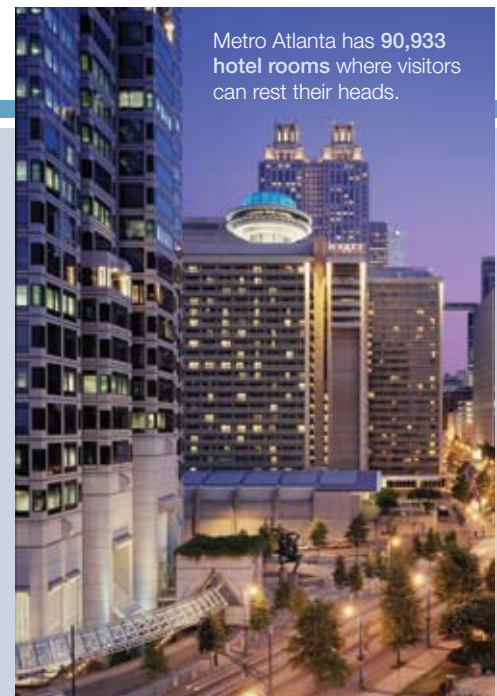
Be the Easiest CVB with Which to do Business

Position ACVB as the preferred DMO that flawlessly executes on the basics and openly communicates to ensure a successful event or experience.

- Continue gaining knowledge from our Customer Advisory Board and recycle new members to serve on this board.
- Provide customized, enhanced services to 40 groups in 2008.
- Rethink the best way to utilize our current visitor centers.
- Make better use of Web capabilities to assist meeting planners, attendees and members.
- Offer exhibitor and media familiarization trips to major accounts arriving in 2009.
- Leverage the redesign of Atlanta.net to enhance the overall customer experience.

"While Atlanta will always rank among the heavyweights in the conventions industry, a flock of new boutique and specialty hotels is starting to make this an attractive destination for more intimate meetings."

— *Meetings and Incentive Travel, July/August 2007*



Increase Overall Market Share

Grow our overall market share within the top 25 travel markets by 1 percent to 6.9 by the end of 2012.

- Launch international trade missions in first quarter 2008 with existing customers.
- Build an insurance policy for future years by growing the number of 5,000+ peak room groups to a minimum of 19 per year.
- Deploy business development effort to solicit short-term and smaller-size business.
- Enhance our presence at major trade shows such as Meeting Professionals International and International Association of Exhibitions and Events for 2008, in preparation for hosting in 2009.
- Launch summer advertising and public relations campaign with industry partners.
- Work closely with Brand Atlanta on all aspects of advertising.
- Attend international trade shows that support both group and leisure travel.
- Leverage Atlanta CityPass to increase length-of-stay in group segment.

2008 Company Goals

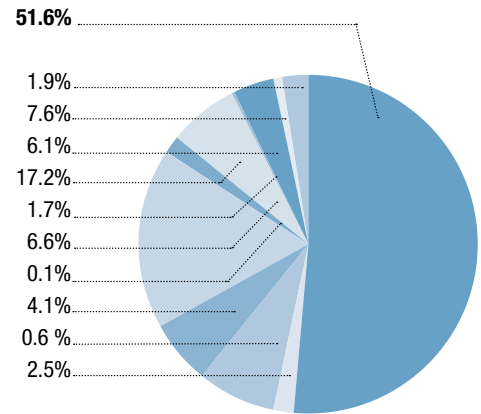
	2008 Goal
Sales Division	
Room Nights	2,379,557
Leads	3,769
Marketing Division	
Cooperative Funding	\$3,850,000
Public Relations	
Media Assists	4,000
Media Visits	125
Broadcast	350
Tourism	
Leads	3,225
Trade Shows/Sales Missions	32
Fams	35
Membership	
Total Revenue	\$1,382,333
Web Marketing	
Unique Visits	6,225,000
New Registered Users	35,000



The Alliance Theatre won the 2007 Tony Award for Outstanding Regional Theatre.

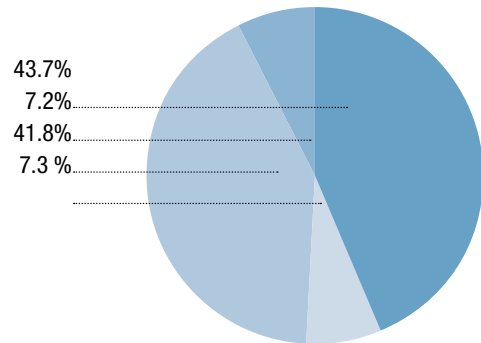
2008 Budgeted Expenses

Total Public Sector Support	\$10,754,303.00
Private Sector Support	
Annual Meeting/Hospitality Hall of Fame/Fundraising	\$390,000.00
Publication Ad Revenue	\$1,575,000.00
Co-op Cash Support	\$1,275,000.00
Contributed Services	\$3,585,000.00
Grants/Sponsors	\$350,000.00
Membership Dues	\$1,382,333.00
Membership Services	\$26,000.00
Registration Revenue	\$850,000.00
Internet Revenue	\$125,000.00
Other Revenue	\$518,000.00
Total Private Sector Support	\$10,076,333.00
Total Support & Revenues	\$20,830,636.00



2008 Budgeted Expenses

Payroll & Related Expense	\$9,042,875.00
Other Operating Expense	\$1,485,370.00
Direct Promotional Expense	\$8,667,100.00
Capital Expense	\$1,511,000.00
Total Expenses	\$20,706,345.00



2008 and Beyond

The future is bright beneath the city lights and southern nights.

Powerful words such as momentum and energy have been used to sum up Atlanta’s changing landscape that includes boutique hotels, attractions, cutting-edge restaurants and retail developments. There is definitely new energy in this town.

New boutique hotels will enhance our selection of accommodations for visitors and business travelers. By 2010, 14 new properties, many housed in redeveloped landmark buildings, will add 1,500 rooms to Atlanta’s current 90,933. Not only are these new properties an indication of a changing Atlanta, but they also broaden the city’s variety of hotels from pricing to services and give us another asset to attract visitors.

Atlanta has always been a city with good taste, and it keeps getting better. *Gourmet* magazine recently recognized Atlanta chefs cooking up a new dining scene that embraces southern traditions. And, celebrity chefs are headed our way. In 2008 alone, Chefs Jean-Georges Vongerichten, Tom Colicchio and Laurent Tourondel, and nationally-known bar operators Rande and Scott Gerber will enter the Atlanta dining arena.

“Olympics-era Atlanta was a rapidly developing, questionably hip New South monster. Today, there is no doubt that the city is cool.”

– *Men’s Journal*, April 2007

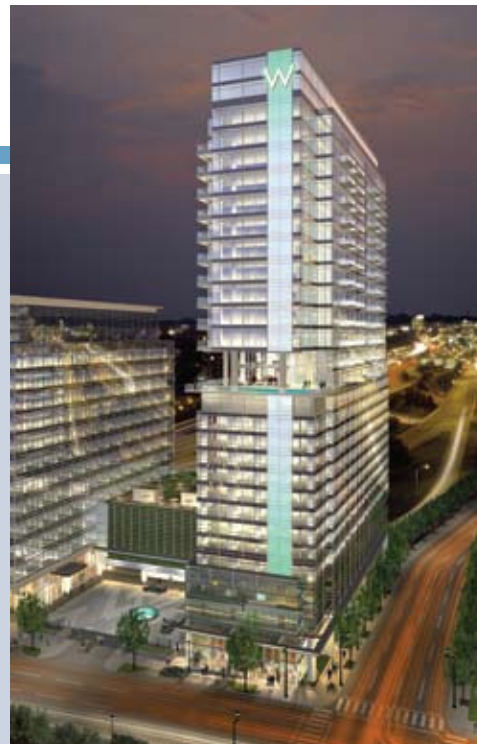
Visitors will soon pound the pavement at new pedestrian-friendly shopping districts. The Streets of Buckhead will bring luxury retail, restaurants and two new hotels starting in 2009. Atlanta’s Midtown Mile adds one million square feet of shopping, dining and services to the cultural heart of our city.

The planned Center for Civil and Human Rights will showcase Atlanta’s role as a center for change that has influenced individuals around the globe. Slated to open in 2010 and coupled with current attractions and a revived Auburn Avenue, the Center for Civil and Human Rights will elevate Atlanta as a premier heritage tourism destination.

The energy in Atlanta is contagious as it blazes through the spirit of our city; our diversity and culture, quality of life and future outlook are all affected. What you have heard is true: Atlanta is on fire again.



The Streets of Buckhead



W Atlanta Downtown Hotel and Residences

Coming Soon in Atlanta *

- March 2008: W Midtown
- March 2008: Hilton Garden Inn Atlanta Downtown
- May 2008: The Mansion on Peachtree in Buckhead
- Summer 2008: Atlanta Marriott Marquis finishes \$140 million renovation project
- Fall 2008: AmericasMart Atlanta expansion (first phase)
- Fall 2008: Midtown Mile
- October 2008: W Atlanta Buckhead
- December 2008: W Atlanta Downtown Hotel and Residences
- December 2008: Hotel Indigo Downtown
- December 2008: Consolidated rental car facility and people mover at Hartsfield-Jackson Atlanta International Airport (HJIA)
- 2009: St. Regis Hotel in Buckhead
- 2009: Hilton Hotel in Buckhead
- 2009: Buckhead Village redevelopment transforms to Streets of Buckhead
- 2010: Center for Civil and Human Rights
- 2010: Center for Puppetry Arts expansion
- 2010: Loews Hotel in the Midtown Mile
- 2010: Mandarin Oriental Hotel in Midtown
- 2010: 1-Hotel and Residences in Buckhead
- 2010: Baccarat Hotel and Residences in Buckhead
- 2010: Hard Rock Hotel in Downtown
- Late 2010-early 2011: Maynard Holbrook Jackson, Jr. International Terminal at HJIA

* all dates are subject to change

Maynard Holbrook Jackson, Jr.
International Terminal



P13

Hilton Garden Inn
Atlanta Downtown



Vice Chair, Advisory Committee

William Pate, Career Sports & Entertainment*

Chairman, Board of Directors & Executive Committee, Finance/Ops Committee

Michael Robison, Lanier Parking Holdings, Inc.*

President

Spurgeon Richardson, Atlanta Convention & Visitors Bureau*

Vice Chair, Marketing Committee

Ken Bernhardt, Georgia State University*

Vice Chair, Diversity Marketing Committee

Thomas W. Dortch, Jr., TWD, Inc.*

Vice Chair, Membership Committee

Julia Emmons, Emmons Bermin & Minkin, LLC*

Vice Chair, Convention Committee

Joe Hindsley, Hyatt Regency Atlanta*

Secretary

John Knapp, The Center for Ethics and Corporate Responsibility*

Vice Chair, Finance & HR Committee (Treasurer)

George Sands, Retired Partner, KPMG, LLP*

Vice Chair, Board of Directors & Government Affairs Committee

Steve Smith, Turner Broadcasting System, Inc.*

Vice Chair, Cultural Tourism & Heritage Marketing Committee

Robert Walker, WXIA/WATL-TV 11 ALIVE*

Bob Amick, Concentrics Restaurant Group
Melinda Ashcraft, Six Flags Over Georgia
Hugh Austin, Georgia International Convention Center
Ed Baker, Atlanta Business Chronicle*
Joseph Bankoff, Woodruff Arts Center
David Borchelt, General Motors Corporation
Edward Bowen, E.W. Bowen and Company
Karen Bremer, City Grill
Joyce Calandra, Cobb County Convention & Visitors Bureau
Debby Cannon, Georgia State University - Cecil B. Day School of Hospitality
William "Chick" Ciccaglione, Underground Atlanta
Ed Clark, Atlanta Motor Speedway
Robert Coggin, Alpine Marketing Consultants*
Jim Cox, Presenting Atlanta, Inc.
Don Dalton, U.S. Poultry & Egg Association

H. Mike Dangerfield, Carey Executive Limousines
Ben DeCosta, Hartsfield-Jackson Atlanta International Airport*
Bobby Donlan, Donlan & Greenbaum's New York Prime Restaurant
Brooke Edmond, Jackmont Hospitality, Inc.
Mary Eitel, Edelman*
Daryl Evans, AT&T
Tammi Fabbrini, Bank of America
J. Kevin Fletcher, Georgia Power Company
Gary Froeba, Omni Hotel at CNN Center*
Charles Gatlin, Georgia Department of Economic Development
Vicki Gordon, InterContinental Hotels Group
John Grant, Jr., 100 Black Men of Atlanta, Inc.
Daniel Graveline, Georgia World Congress Center Authority*
Kay Hamner, KTH Enterprises
Greg Hawkins, Arby's Restaurant Group
Susan Henderson, CMP, DMCP, Atlanta Arrangements, Inc.
Philip Hickey, Rare Hospitality International
Robert Hope, Hope-Beckham, Inc.
Anna Hsu, HSU's at Peachtree Center
Stephanie Hughley, National Black Arts Festival
Dennis Kelly, Zoo Atlanta
David Kenney, Kenney Hotel Group
Raymond King, SunTrust Bank, Atlanta
Keith Knight, US Foodservices
Kevin Kobishop, Sheraton Atlanta Hotel
Brad Koeneman, Hilton Atlanta*
Patrick LaFramboise, International Woodworking Fair
Brian Leary, Atlantic Station, LLC
Tad Leithead, Cousins Properties, Inc.
Tim Lindgren, Hyatt Regency Atlanta*
Lee Macenczak, Delta Air Lines, Inc.
Sam Massell, Buckhead Coalition, Inc.
Mary Pat Matheson, Atlanta Botanical Garden, Inc.
Peter Moraitakis, United Distributors, Inc.*
Ronen Nissenbaum, InterContinental Buckhead, Atlanta
Phil Noyes, Proof of the Pudding by MGR, Inc.
Dan O'Leary, Underground Atlanta
Nancy Oswald, Ruth's Chris Steak House
Ed Paradine, Marriott International*
Mark Pettit, Creaxion
Jeff Portman, AmericasMart, Inc.
Chuck Powell, Embassy Suites Hotel Atlanta - Centennial Olympic Park
Greg Pridgeon, City of Atlanta*
Erica Qualls, Atlanta Marriott Marquis*
Gerald Rakestraw, Stone Mountain Park
Debbie Reetz, Atlanta Journal-Constitution
A.J. Robinson, Central Atlanta Progress

Catherine Ross, Georgia Tech - College of Architecture
Derek Schiller, Atlanta Braves
Alexis Scott, Atlanta Daily World*
Ben Shanley, Coca-Cola North America*
Michael Shapiro, High Museum of Art
Gregory Smith, Federal Express Corporation
Jack Smith, AirTran Airways
Jim Smith, Atlanta Falcons Football Club
Jean Spaulding, Noble Investment Group, LLC
Jim Sprouse, Georgia Hotel & Lodging Association
Shelton Stanfill, SgS Ltd.*
Gary Stokan, Chick-fil-A Bowl & Atlanta Sports Council
Mark Stovall, Wachovia Bank of Georgia
Jeffery Swanagan, Georgia Aquarium, Inc.*
Michele Swann, Cobb Galleria Centre
Guy Thomson, Proof of the Pudding, Inc.
Scott VandenBerg, Grand Hyatt Atlanta
Allan Vella, The Fox Theatre
Edward Walls, Westin Peachtree Plaza*
John Weit, Atlanta Airport Marriott
Bob Williams, Philips Arena
Sam Williams, Metro Atlanta Chamber of Commerce
Ronald Wolf, Georgia Restaurant Association
R. Mark Woodworth, PKF Consulting

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*Executive Committee Member

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Chairman, Board of Directors & Executive Committee

Steve Smith, Turner Broadcasting System, Inc.*

President

Spurgeon Richardson, Atlanta Convention & Visitors Bureau*

Vice Chair, Membership Committee

Myrna Antar, Novare Events*

Vice Chair, Marketing Committee

Robert Coggin, Alpine Marketing Consultants*

Vice Chair, Diversity Marketing Committee

Thomas W. Dortch, Jr., TWD, Inc.*

Vice Chair

Joe Hindsley, Hyatt Regency Atlanta*

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Robert Walker, WXIA/WATL-TV 11 ALIVE*

Bob Amick, Concentrics Restaurant Group

Debbie Arett, Avis Rent-A-Car

Hugh Austin, Georgia International Convention Center

Ed Baker, Atlanta Business Chronicle*

Joseph Bankoff, Woodruff Arts Center

Leona Barr-Davenport, Atlanta Business League

Ken Bernhardt, Georgia State University*

David Borchelt, General Motors Corporation

Edward Bowen, E.W. Bowen and Company

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