

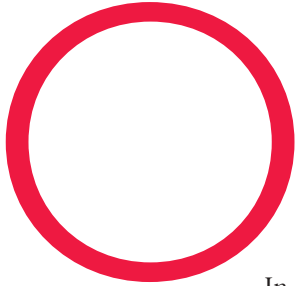


every day is an opening day



Atlanta Convention & Visitors Bureau

2005 Annual Report 2006 Business Plan



n the 10-year anniversary of the Olympic Games, we see its true fruition. The Games were the catalyst behind the tremendous development we are experiencing, but it is the spirit of partnership between businesses, local government and residents that will take our city into the future.

In 2005, the hospitality industry experienced its most profitable year since the turn of the century, giving us a strong foundation for the future. Citywide demand was up 9.1 percent from 2004, ahead of the national average by 3.3 percent. The city's occupancy rate rose by 8.7 percent, pacing well ahead of the national 2.9 percent increase. The airport, downtown and Buckhead areas finished the year with 8.6, 7.8 and 10.3 percent increases in demand, respectively.

We have had steady growth in both the leisure and business travel markets and will continue to capitalize on this growth with aggressive sales strategies in 2006.

On behalf of the hospitality industry, the ACVB staff looks forward to working with you in turning this legacy into another great era for Atlanta.

With some of the most impressive attractions in the country coming online in our city, visitors have more reasons than ever to come to Atlanta, conventioners have more reasons to stay longer and bring family, and we have more reasons to be proud of our great city and to be excited about its future.

We have an unprecedented opportunity to position Atlanta as the ideal destination for conventions and tourism, as well as to lead the charge for more improvements. Atlanta has great product to sell and a compelling story to tell. As chairman of the ACVB board, I commit myself to capitalizing on this opportunity for our city. I look forward to serving you.



Spurgeon Richardson
President & CEO
Atlanta Convention & Visitors Bureau



J. Michael Robison
Chairman of the Board, 2006-2007
Atlanta Convention & Visitors Bureau

2005 In Review

Every day, something opens in Atlanta and 2005 was no exception. With a steady return of overall business travel and increased attendance at conventions, the hospitality industry enjoyed healthy growth with a hotel occupancy rate of 65 percent – the highest in five years. The rise in business travel coupled with a significant amount of development makes the next few years the perfect time to live, work and play in Atlanta.

Atlanta continues to be the top choice for African-American meetings and events, which accounted for more than 280,000 visitors at shows such as the Bronner Brothers International Beauty Show and T.D. Jakes MegaFest. The International Association of Exhibition Management show exceeded its attendance for the first time in 10 years and showcased our destination to meeting planners from all over the globe. And, the successful passage of the new anti-panhandling ordinance was a necessity for ensuring the future livelihood and success of downtown.

With the help of Mayor Shirley Franklin and the Brand Atlanta campaign, Atlanta's new slogan — Every Day is an Opening Day — was announced and incorporated into Atlanta messaging to impact the way visitors, conventioners and residents think about the city.

The slogan was announced as the final bricks were laid on some of the most exciting openings of new attractions in recent years including Atlantic Station, the High Museum of Art's expansion and the Georgia Aquarium. Atlanta had many successes in 2005 as an industry, steering us to the threshold of an unprecedented opportunity for 2006.



“The fall of 2005 will go down in history as one of Atlanta's defining moments.”

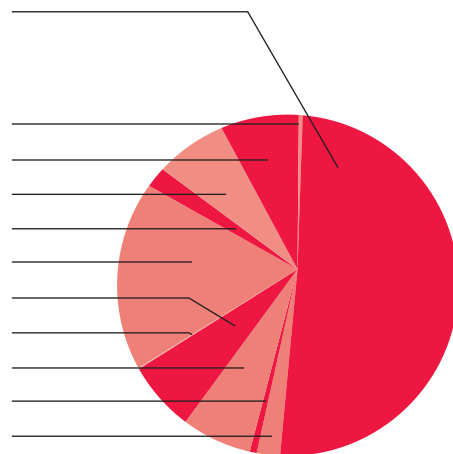
– Maria Saporta,
Atlanta Journal-Constitution

In 2005, the Georgia World Congress Center hosted 400 events with a total attendance of 1,232,899 people.



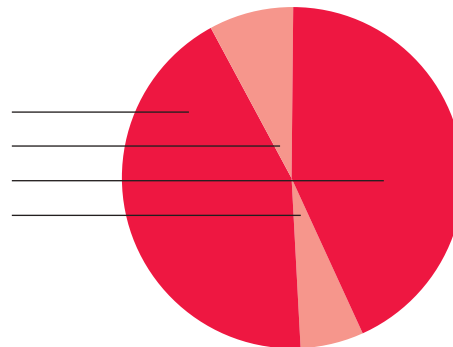
2005 Actual Revenues

Public Sector Support	\$9,715,227.24	51%
Private Sector Support		
Annual Meeting/Hospitality Hall of Fame	\$77,500.00	0.4%
Publication ad revenue	\$1,475,000.00	8%
Co-op cash support	\$1,335,260.17	7%
Grants/Sponsors	\$327,000.00	2%
Contributed services	\$3,378,665.98	17%
Membership dues	\$1,257,396.60	6%
Membership services	\$17,500.00	0.1%
Registration revenue	\$1,085,000.00	6%
Internet revenue	\$112,500.00	0.5%
Other revenue	\$366,568.94	2%
Total Private Sector Support	\$9,432,391.69	
Total Support and Revenues:	\$19,147,618.93	



2005 Actual Expenses

Payroll & related expense	\$8,251,611.44	43%
Other operating expense	\$1,448,301.56	8%
Direct promotional expense	\$8,212,674.52	43%
Capital expense	\$1,155,702.07	6%
Total Expenses	\$19,068,289.59	



2005 Accomplishments

Sales Accomplishments

The ACVB sales division is responsible for generating qualified leads, bookings and room nights for conventions, tradeshows and in-house meetings as well as providing service support to all group meetings.

- Atlanta excelled above the competition by selling more hotel rooms year over year than 24 of our 25 top competing cities
- Achieved 100 percent of room night goal with outstanding efforts in assisting displaced short term business from New Orleans as a result of Hurricane Katrina
- Evaluated and produced 107 percent of lead goal
- Hosted two industry trade events: Meeting Industry Ladies Open and International Association for Exhibition Management (IAEM), which showcased our destination to meeting planners from all over the globe. IAEM recorded its highest attendance in 10 years – 2,200
- Premiered a new tradeshow booth with Brand Atlanta incorporation including the anthem and video narrated by the Honorable Andrew Young



- Worked with the Georgia World Congress Center and leadership of New Orleans to assist meeting planners after Hurricane Katrina. Created enough space to assist with the placement of four large citywide events: American Society of Anesthesiologists, American Society of Hematology, Nokia Sugar Bowl and Golf Course Superintendents
- Initiated first of four Customer Advisory Board sessions to gain valuable insight into our performance and that of our competition

Marketing Accomplishments

The marketing division includes advertising, public relations and communications, domestic tourism, international tourism and cultural and heritage marketing. The division is responsible for programs and promotions that position Atlanta as a top convention and leisure destination.

- Generated \$2 million in regional media with the spring/summer and holiday promotional advertising campaign
- Finalized multiple attraction swipe-card program in partnership with Central Atlanta Progress, launching Spring 2006 and offering access to multiple attractions. Distribution will be primarily through hotel packaging programs
- Successfully incorporated Brand Atlanta components in ACVB marketing efforts

“DECOR Expo thanks you and your wonderful city for being gracious hosts to our attendees and exhibitors. I have never felt so welcome by so many people, from the airport personnel, cab drivers, restaurants, hoteliers and convention center employees. I wish other cities that I do business with would follow your example. I can feel the love!”

– Eric Smith,

Vice President/Publisher, International Art and Framing Group

The High Museum of Art unveiled its expanded facilities on Nov. 12, 2005, welcoming nearly 30,000 visitors on opening weekend. The museum is part of the Woodruff Arts Center, now the largest visual/performing arts center in the United States.



- Hosted 35 international groups for familiarization tours and attended 10 international tradeshows
- Organized a successful Rhythms of the South trade show, despite obstacles such as Delta Air Lines' Chapter 11 filing and the effects of Hurricane Katrina on the region
- Worked closely with Delta Air Lines to market new international routes into Atlanta, giving ACVB unprecedented access to global markets
- Reorganized ACVB Tour Manual to be more efficient, informative and user-friendly and to better reflect the Atlanta brand
- Secured feature stories on Atlanta in major national publications including *USA Today*, *Bloomberg News*, *The Associated Press*, *Wall Street Journal* and *New York Times*
- Positioned ACVB's economic impact to Atlanta community through editorial placements
- Raised \$1.6 million in cash and value in-kind toward program development in order to market Atlanta as the cultural capital of the south
- Executed third year of Buckhead's Legendary Shopping program featuring top Buckhead hotels and shopping at Lenox Square and Phipps Plaza
- Collaborated with Atlanta Coalition of Performing Arts to open metro Atlanta's second AtlanTIX same-day, half price ticket booth at Lenox Square; ticket sales have tracked a 55 percent increase over 2004

- Established "Atlanta is Motorcoach Friendly" campaign
- Hosted more than 170 journalists researching stories about Atlanta as a destination

2005 Hotel Occupancy

	2005	2004	% change	% national change
Metro	64.7	59.5	10.2	2.9
Downtown	64.5	59.4	9.7	
Buckhead	70.0	65.7	7.7	
Airport	73.3	67.7	14.7	
Hotels 500 Rooms +	66.0	63.5	8.0	
Room Demand				
Metro	21,707.5	19,901.3	9.1	3.3
Downtown	3,617.3	3,354.9	7.8	
Buckhead	2,146.7	1,946.4	10.3	
Airport	2,783.8	2,562.2	8.6	
Hotels 500+ Rooms	2,511.9	2,415.6	4.0	

source: Smith Travel Research
* in millions



Business Development Accomplishments

The business development division is responsible for creating new partnerships that generate incremental investment resources for ACVB as well as cultivating and expanding existing partnerships.

- Secured more than \$275,000 in funding with more than \$300,000 in value in-kind contributions for the 2005 ACVB Annual Meeting and Ultimate Travel Auction. Presenting sponsors included Delta Air Lines, Cingular Wireless, The Coca-Cola Company and InterContinental Hotels Group. Sponsorship sales attributed to \$110,000 of net proceeds along with major wine donation from United Distributors and Robert Mondavi Winery.
- Secured \$75,000 in partnerships to underwrite *Passport to Fine Wining and Dining in Atlanta* featuring 50 metro area restaurants
- Secured General Motors Corporation as corporate sponsor for 2006 membership activities
- Hosted the 14th Annual Turkey Trot Open Golf Tournament with 290 golfers and 42 corporate sponsors including presenting sponsors Delta Air Lines, Cingular Wireless, The Coca-Cola Company, Federal Express and General Motors Corporation. \$125,000 was contributed to the ACVB Arts Foundation and an equal amount of in-kind food contributions to the Atlanta Community Food Bank. The first Gobblers Ball raised \$60,000.

Community Affairs

The community affairs department serves as liaison between ACVB and various community partners such as local, county and state governments as well as other civic, non-governmental agencies.

- Successfully petitioned members of Atlanta City Council for the passage of the no-panhandling zone ordinance
- Secured second consecutive year of advertising support for diversity marketing from the Georgia Department of Economic Development, totaling more than \$225,000
- Led successful internal ACVB campaign for United Way, exceeding last year's total by 240 percent and employee participation by 225 percent
- Led hospitality industry support of first responders from New Orleans immediately following Hurricane Katrina. Received more than 300 hotel room nights from 14 ACVB member hotels and meals from 15 restaurants for New Orleans police, fire and EMT members
- Thanks to Turner Broadcasting sponsorship, released the newest diversity video in nine years, "I Love Atlanta," featuring partial narration by Mayor Franklin
- Successfully petitioned, along with other Atlanta organizations, members of the state legislature for the passage of the statewide smoking ban

"Just one month after opening, we reached 200,000 annual pass holders, a reflection of how we have been embraced by the people of Atlanta and Georgia. In fact, our membership to date includes residents of 48 states as well as several countries throughout the world."

– Jeff Swanagan, Executive Director, Georgia Aquarium



Technology Accomplishments

The technology department manages computer services and ACVB Web sites.

- Launched new Atlanta.net site, incorporating Brand Atlanta campaign throughout, as well as on external emails
- Had more than five million unique visitors to ACVB's sites in 2005
- ACVB now has more than 140,000 registered users.

Finance Accomplishments

The finance division oversees all financial functions for ACVB.

- Exceeded financial targets
- Successfully completed audit
- Completed 2006 budget process

Membership Accomplishments

The membership department is responsible for increasing ACVB's membership and communicating the benefits of membership.

- Held 11th annual Member of the Year Luncheon at the High Museum of Art with more than 300 in attendance
- Recruited more than 100 new members
- Organized four Convention Connection networking events with average attendance of more than 200
- The restaurant sub-committee of the Membership Committee worked closely with ATCOMM and the Georgia Restaurant Association to produce *Passport to Wining and Dining in Atlanta*.

2006 Numeric Goals

	2005 Actual	2006 Goal	% of Change
Sales Division			
Room Nights	1,750,000	1,808,000	3%
Leads	2,660	2,500	-6%
Marketing Division			
Cooperative Funding	\$4,404,117	\$2,000,000	-54.6%
Public Relations			
Media Assisted	3,963	4,500	14%
Media Visits	174	200	15%
Tourism			
Leads	3,486	3,640	4%
Bookings	1,496	1,550	4%
Fams	45	45	0%
Membership			
Total Revenue	\$1,232,189	\$1,265,596	3%
Web Marketing			
Unique visitors	5,178,675	5,425,000	5%
New registered users	28,018	28,000	0%

2006 Business Plan

The hospitality industry had many successes in 2005, producing a strong foundation for 2006. Now, more than ever, customer service is critical to a successful future. The ACVB sales team has restructured to align with industry partners, creating a more seamless customer experience and providing a more unified sales effort from initial contact to successful meeting execution. These efforts will be enhanced by major hotel renovations, ensuring that Atlanta's facilities remain a competitive component of a meeting planner's decision-making process. The openings of the Georgia Aquarium, Atlantic Station and the High Museum of Art expansion have kicked off unprecedented growth, giving us a stronger destination to sell and market. ACVB will increase its tourism focus, implementing programs such as the Connect Atlanta Card and CityPass and opening a new visitor center at the Georgia Aquarium to position the city as a top leisure destination. As the city's visions become reality, the industry must transition these opportunities into business.



2006 Priorities

- Effectively integrate Brand Atlanta campaign
- Increase overall market demand and economic impact
- Improve metrics and accountability
- Ease of doing business

2006 Key Strategies and Tactics

Effectively Integrate Brand Atlanta Campaign

- Implement roll-out of Brand Atlanta Campaign throughout all ACVB programs
- Work with all members to encourage implementation of Brand Atlanta campaign

New Tactics:

- Partner with all metro attractions to pull through Brand Atlanta message
- Incorporate Brand Atlanta positioning into all ACVB programs and communications
- Be the Brand Atlanta voice for the hospitality community

The largest aquarium in the world made waves at the end of November, giving visitors a glimpse of Home Depot co-founder Bernie Marcus's dream of the Georgia Aquarium. The one millionth visitor walked through the doors in March.

Increase Overall Market Demand and Economic Impact

- Grow market share at 0.2 percent annually over five years by attracting visitors and conventioners from a new and enhanced competitive set. The goal is to generate an additional 3.4 million room nights over the five-year period.
- Target growth in average length of stay from 2.5 to 3.0 nights over the next five years through direct sales and marketing of the destination and its new development

New Tactics:

- Identify standard for measuring economic impact using Destination Marketing Association (IACVB) research
- Change the scope of ACVB research to focus on secondary markets for short-term business
- Create familiarization trips with emphasis on the new Atlanta
- Align ACVB consumer marketing program with Brand Atlanta's media plan



Increased Emphasis:

- Collaborate with Georgia World Congress Center (GWCC) on customer advisory board
- Utilize team selling approach with GWCC to maximize sales efforts
- Work closely with Delta Air Lines on new international routes
- Incorporate public relations into market updates
- Involve hotel general managers on site visits and sales process
- Ensure senior leadership of ACVB is involved with site visits and market update
- Attend major trade shows to promote attendance and destination to shows arriving in 2007

“We loved Atlanta; certainly one of the friendliest cities to hold a convention in. Everyone went out of their way to ensure the success of our meeting. The logistics were so much easier in Atlanta as compared to some other big convention cities, and the overall cost much lower than most. With the new aquarium and downtown shopping and restaurants opening, there will be even more to do in downtown Atlanta.”

– Cathy L. Nash, CMP, American Psychiatric Association

Improve Metrics and Accountability

- Communicate clear and concise metrics to key stakeholders
- Provide a solid foundation by creating a road map for convention bookings to ensure future growth. Set target goals and identify gaps for each future year
- Provide metrics that support the retention of staff (SMART goals)

New Tactics:

- Establish shortfall to goals (GAP) and implement the strategy to overcome
- Establish new metrics for measurement of consumer marketing programs

Increased Emphasis:

- Establish key sources of data collection to set goals and verify achievement: Smith Travel Research, MetroPoll, PKF Report, Travel Industry Association of America, etc.
- Report on monthly primary metrics
- Communicate key metrics at hotel council, board and executive committee meetings

Ease of Doing Business

- Develop a plan producing a seamless sales process between ACVB, GWCC and hotels
- Identify training programs and resources to assist ACVB, GWCC and hotels on selling Atlanta as a destination

New Tactics:

- Refocus convention committee to create a better customer experience and be the easiest city in which to do business
- Add additional convention service manager to ensure customer expectations are met or exceeded

Increased Emphasis:

- Enhance current toolbox of services
- Continue customer focus groups and benchmark against top CVBs
- Maximize public relations opportunities to enhance attendance and grow length of stay
- Work with hospitality industry to develop standards for communication to customers



“From the first site visit, to follow-up planning and meeting implementation, the Atlanta CVB team provided outstanding customer service, demonstrated a high level of professionalism and helped the Girl Scouts every step of the way.”

– Deb Long, Girl Scouts of the USA

“The support we received from our partners at the ACVB, Georgia World Congress Center, Georgia Dome, MARTA and the hotel community helped to make our 2005 Youth Conference our most successful to-date.”

– Maureen Gross,
National Federation for
Catholic Youth Ministry



2006 Budgeted Revenues

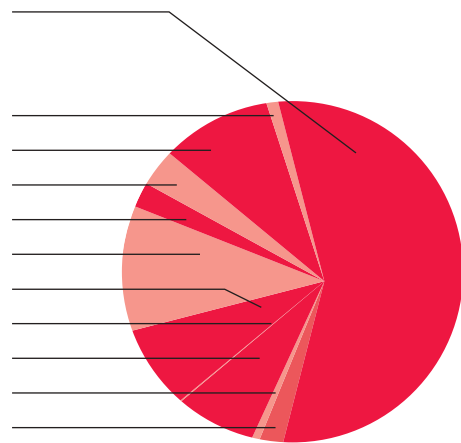
Public Sector Support

Total Public Sector Support \$9,837,067.00 **58%**

Private Sector Support

Annual Meeting/Hospitality Hall of Fame	\$200,000.00	1%
Publication ad revenue	\$1,500,000.00	9%
Co-op cash support	\$579,050.00	3%
Grants/Sponsors	\$350,000.00	2%
Contributed services	\$1,711,950.00	10%
Membership dues	\$1,265,596.00	7%
Membership services	\$20,000.00	0.1%
Registration revenue	\$1,110,000.00	7%
Internet revenue	\$125,000.00	.7%
Other revenue	\$373,000.00	2.2%
Total Private Sector Support:	\$7,234,596.00	

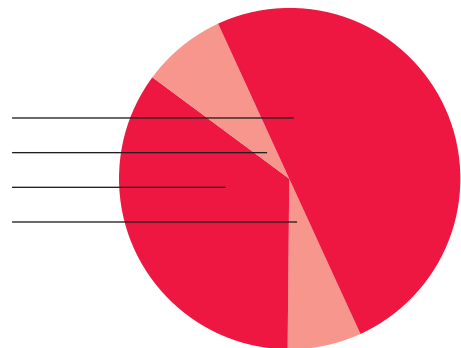
Total Support and Revenues \$17,071,663.00



2006 Budgeted Expenses

Payroll & related expense	\$8,467,142.00	50%
Other operating expense	\$1,351,760.00	8%
Direct promotional expense	\$5,989,722.00	35%
Capital expense	\$1,188,000.00	7%

Total Expenses: \$16,996,624.00



2006 and Beyond

Centennial Olympic Games legacy continues

As Atlanta celebrates the 10-year anniversary of the 1996 Centennial Olympic Games, the city is proud to recognize the tremendous and ongoing development spurred by the Games. The city's renaissance is apparent through new attractions, hotels, an airport expansion, premier art exhibitions and citywide efforts to heighten Atlanta's position as a world-class destination.

In summer 2006, the 27,500-square-foot Centennial Olympic Games Museum will open at the Atlanta History Center. In the fall, the High Museum of Art will begin a three-year partnership with the musée du Louvre in Paris bringing to Atlanta six rotating exhibitions of work never seen outside of the Louvre. Also opening in 2006 is the fifth runway at Hartsfield-Jackson Atlanta International Airport (HJIA), designed to accommodate a growing number of passengers at the world's busiest airport.



The World of Coca-Cola will unveil its redesigned and relocated attraction in late spring 2007 beside the Georgia Aquarium. The Cobb Energy Centre for the Performing Arts, a cutting-edge, multipurpose performing arts center, will open in the summer.

The Atlanta Streetcar Project will take flight in 2009, connecting visitors to Downtown, Midtown and Buckhead with streetcars, a transportation method that has not been seen on Atlanta's thoroughfares for 60 years. In 2010, the Maynard Holbrook Jackson, Jr. International Terminal will open at the Atlanta airport. And in 2011, the Atlanta Symphony Orchestra will open a new \$240 million symphony center designed by Santiago Calatrava on Peachtree and 14th streets.

“Centennial Olympic Park paved the way for the aquarium and the World of Coca-Cola. It laid out new possibilities for the city.”

– Andrew Young,
former Atlanta mayor
who served as co-chairman for the
Atlanta Committee for the Olympic Games

The High Museum of Art has developed an exclusive, multiyear, multimillion dollar partnership with the musée du Louvre in Paris that will bring hundreds of works of art from the Louvre's collections to Atlanta from fall 2006 through 2009.

Opening in Atlanta

- January 2006: The Glenn Hotel
- February 2006: TWELVE Hotels and Residences at Atlantic Station
- April 2006: Goliath at Six Flags Over Georgia
- May 2006: Fifth runway at HJIA
- July 2006: Centennial Olympic Games Museum at the Atlanta History Center
- October 2006: Louvre Atlanta partnership at the High Museum of Art
- 2007: TWELVE Centennial Park
- Late Spring 2007: New World of Coca-Cola attraction
- Summer 2007: Cobb Energy Centre for the Performing Arts
- 2008: St. Regis Hotel, Atlanta
- December 2008: Consolidated rental car facility and people mover at HJIA
- 2009: Streetcars to appear on Atlanta's streets
- 2010: Maynard Holbrook Jackson, Jr. International Terminal at HJIA
- 2011: Atlanta Symphony Orchestra's new symphony center



"In 15 years, I visualize a transformation down here – the Aquarium is near CNN Center and Centennial Olympic Park – that no one can visualize. I see it in my mind's eye like I saw Home Depot with more than 1,500 stores when everybody thought I was crazy!"

– Bernie Marcus
co-founder of The Home Depot and benefactor of the Georgia Aquarium

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John Grant, 100 Black Men of Atlanta

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Dick Groves, Hilton Atlanta*

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Darrell Hatton, Cobb County CVB

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Susan Herrington, American Cancer Society

Phil Hickey, RARE Hospitality International, Inc.

Glenn Hicks, RBC Centura Bank*

Joe Hindsley, Hyatt Regency Atlanta*

Bob Hope, Hope-Beckham

Sonny Horton, Stone Mountain Park

Stephanie Hughley, National Black Arts Festival

Debbie Karcanes, Renaissance Waverly Hotel

Dennis Kelly, Zoo Atlanta

Dave Kenney, Kenney Hotel Group

Raymond King, Sun Trust Bank

John Knapp, The Southern Institute

Keith Knight, U.S. Foodservice

Patrick LaFramboise, International Woodworking Fair

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Tim Lindgren, Hyatt Hotels & Resort Operations*

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Jerome Miller, Delta Air Lines

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Leslie Pchola, Hilton Atlanta

Mark Pettit, Creaxion

Jeff Portman, AMC/AmericasMart-Atlanta

Greg Pridgeon, City of Atlanta

Debbie Reetz, Atlanta Journal -Constitution

Rick Robbins, Georgia Hotel & Lodging Association

A.J. Robinson, Central Atlanta Progress

Catherine Ross, Georgia Tech — College of Architecture

Derek Schiller, Atlanta Braves

Alexis Scott, Atlanta Daily World

Michael Shapiro, High Museum of Art

Bill Simms, Gourmet Services

Jack Smith, AirTran Airways

Steve Smith, Turner Broadcasting System, Inc. *

Gail Solomon, Georgia Dome

Howard Spiller, HJS & Associates

Shelton Stanfill, Woodruff Arts Center

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Mark Stovall, Wachovia Bank

Dick Sullivan, Atlanta Falcons

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Michele Swann, Cobb Galleria Centre

Guy Thomson, Proof of the Pudding by MGR, Inc.

Bob Walker, WXIA-TV, 11Alive*

Ed Walls, The Westin Peachtree Plaza*

Harriette Watkins, AGL Resources

Sheila Weidman Farley, Georgia-Pacific

John Weit, Atlanta Airport Marriott

Bob Williams, Philips Arena

Sam Williams, Metro Atlanta Chamber of Commerce

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Ted Renner

Roy Young, Georgian Terrace Hotel

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Spurgeon Richardson, Atlanta Convention & Visitors Bureau*

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Steve Smith, Turner Broadcasting System, Inc.*

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Bob Walker, WXIA-TV, 11Alive *2008

Vice Chair, Diversity Marketing Committee

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Ken Bernhardt, Georgia State University *2006

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Melinda Ashcraft, Six Flags Over Georgia *2006

Ed Baker, Atlanta Business Chronicle *2008

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Ed Bowen, E.W. Bowen & Company

Karen Bremer, Great Hospitality, L.L.C.

Jim Bruns, Atlanta History Center

Debby Cannon, Cecil B. Day School of Hospitality, Georgia State University

Dan O'Leary, Underground Atlanta

Ed Clark, Atlanta Motor Speedway

Milton Clipper, Public Broadcasting Atlanta

Bob Coggin, Cendant *2008

Jim Cox, Presenting Atlanta

Don Dalton, U.S. Poultry & Egg Association

Mike Dangerfield, Carey Limousine

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Bobby Donlan, Donlan & Greenbaum's New York Prime

Brooke Jackson Edmonds, Jackmont Hospitality

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Gary Gentile, Atlanta Marriott Marquis *2006

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Susan Herrington, American Cancer Society

Phil Hickey, RARE Hospitality International, Inc.

Glenn Hicks, The Columns Group, Inc.

Bob Hope, Hope-Beckham

Sonny Horton, Stone Mountain Park

Anna Hsu, Hsu's, Pacific Rim Bistro & Silk Restaurants

Stephanie Hughley, National Black Arts Festival

Debbie Karcanes, Renaissance Waverly Hotel

Dennis Kelly, Zoo Atlanta

Dave Kenney, Kenney Hotel Group

Raymond King, SunTrust Bank

Keith Knight, U.S. Foodservice

Kevin Kobishop, Sheraton Atlanta Hotel

Patrick LaFramboise, International Woodworking Fair

Brian Leary, Atlantic Station, L.L.C.

Heather Levesque, Simon Property Group

Timothy J. Lindgren, Hyatt Hotels & Resorts *2007

Sam Massell, Buckhead Coalition, Inc.

Mary Pat Matheson, Atlanta Botanical Garden

Paul Matsen, Delta Air Lines

Pete Moraitakis, United Distributors *2007

Ronen Nissenbaum, InterContinental Hotel, Buckhead

Phil Noyes, Proof of the Pudding, MGR Food Services, Inc.

Nancy Oswald, Ruth's Chris Steak House

Ed Paradine, Marriott International *2007

Reinaldo Pascual, Kilpatrick Stockton LLP

Leslie Pchola, Hilton Atlanta *2006

Tara Perry, MARTA

Mark Pettit, Creaxion

Jeff Portman, AMC/AmericasMart-Atlanta

Chuck Powell, Embassy Suites Hotel, Centennial Olympic Park & Centennial Park West Condominiums

Greg Pridgeon, City of Atlanta *2008

Debbie Reetz, Atlanta Journal - Constitution

A.J. Robinson, Central Atlanta Progress

Catherine Ross, Georgia Tech — College of Architecture

Dan Rowe, Georgia Department of Economic Development

Alexis Scott, Atlanta Daily World *2006

Derek Schiller, Atlanta Braves

Ben Shanley, Coca-Cola North America

Michael Shapiro, High Museum of Art

Bill Simms, Gourmet Services

Gregory Smith, Federal Express

Jack Smith, AirTran Airways

Jim Smith, Atlanta Falcons

Gail Solomon, Georgia Dome

Jim Sprouse, Georgia Hotel & Lodging Association

Shelton Stanfill, Woodruff Arts Center

Gary Stokan, Chick-fil-A Bowl & Atlanta Sports Council

Mark Stovall, Wachovia Bank

Jeff Swanagan, Georgia Aquarium*2006

Michele Swann, Cobb Galleria Centre

Guy Thomson, Proof of the Pudding by MGR, Inc.

Scott Vandenberg, Grand Hyatt Atlanta

Ed Walls, Westin Peachtree Plaza *2007

Harriette Watkins, AGL Resources

Sheila Weidman, Georgia-Pacific

John F. Weit, Atlanta Airport Marriott

Bob Williams, Philips Arena

Sam Williams, Metro Atlanta Chamber of Commerce

Ron Wolf, Georgia Restaurant Council

R. Mark Woodworth, PKF Hospitality Research

Sam Zamarripa, Heritage Capital Advisors

Ex-Officio

Lisa Borders, Atlanta City Council

Vicki Escarra, America's Second Harvest

Ron Fennel, GA Capitol Associates

Mayor Shirley Franklin, City of Atlanta

Malachi Hull, Bureau of Taxicabs and Vehicles for Hire

Chief Richard Pennington, Atlanta Police Department

Thomas Rhodes, Smith, Gambrell & Russell, LLP

Lieutenant Governor Mark Taylor, State of Georgia

Advisory Council

Tom Cordy

Gene Dyson, Volunteers of America

Alf Nucifora, Nucifora Consulting Group

Stephan Nygren

Earl Patton, The Earl Patton Company

Ted Renner

Richard M. (Dick) Stormont, The Stormont Companies, LLC

*Executive Committee Member

Staff Listing

Main number: 404.521.6600 *all area codes are 404 unless otherwise noted

Executive Office

Spurgeon RichardsonPresident & CEO521.6604
Phillis Cooper.....Executive Administrative Assistant521.6698

Corporate Events

Judy Claxton.....Vice President, Corporate Events521.6606

Corporate Development

W.B. BaldwinSenior Vice President, Corporate Development521.6608

Community Affairs

Kathleen Bertrand.....Vice President, Community Affairs521.6617

Finance, Administration, Technology, Membership & Registration Services Departments

Gregory PierceSr. V.P. & Chief Administrative Officer/CFO521.6652
Charles JeffersVice President, Membership & Technology521.6615
Lawrence BaxterOffice Assistant521.6382
Shirley Bingham.....Administrative Assistant, Finance521.6657
Cindy BurrisCoordinator, Registration Services521.6624
Ellie ChinDirector, Membership521.6396
Kay CogburnAccount Executive, Membership521.6658
Braam Du Plooy.....Controller521.6560
Yvonne GatesOffice Supervisor521.6605
Mary Ann Hearn.....Supervisor, Visitors Center577.2148
Irina Janciauskaite.....Coordinator, Accounts Receivable521.6682
Kimberly Jordan.....Administrative Asst. Membership & Community Affairs521.6697
Betty Loveless.....Manager, Accounting521.6644
Starr Mapp.....Representative, Resource Center521.6628
Tolen May.....Manager, Network & Web Support521.6574
Latrice McGill.....Manager, Registration Services521.6563
Becky Mikolaitis.....Representative, Resource Center521.6642
Cynthia Mokotoff.....Mgr., Human Resources & Administration521.6636
Bobbie Roddie.....Communications Specialist521.6600
Bette SammonsCreative Director, Meetings & Conventions521.6637
Pholeta SandersManager, Web Presence521.6399
Denise Simpson.....Manager, Membership Services521.6648
Elmer StancilAccount Executive, Membership521.6625
Delores Sykes.....Director, Resource Center521.6627
Judi Troost.....Coordinator, Visitors Services521.6622

Sales and Marketing

Mark VaughanExecutive Vice President, Sales & Marketing521.6611

Marketing, Communications & Tourism Departments

Keith Rogers.....Vice President, Business Development & Mktg521.6634
Liesl Allen Merkel.....Manager, Marketing e-Communications521.6389
Brandon Barnes.....Director, International Marketing & Sales521.6567
Natalie Battles.....Administrative Assistant, Marketing521.6576
Ellen DeBaets.....Coordinator, International Mktg. & Sales521.6565
Amanda Dyson.....National Sales Manager, Tourism521.6612
Anne Fleck.....Director, Marketing/National Tourism521.6575
Jo Ann Haden-Miller.....Director, Cultural & Heritage Marketing521.6659
Emily Hearon.....Coordinator, Marketing521.6577
Lauren Jarrell.....Sr. Manager, Public Relations & Communications521.6649
Georgia Lopez.....Manager, International Marketing & Sales521.6694
Jessica Lumsden.....Specialist, Public Relations521.6645
Ashley Manning.....Administrative Assistant, Public Relations521.6398
Samantha Wallace.....Coordinator, Cultural & Heritage Marketing521.6386

Sales, Tradeshow & Convention Services

Bob SchulerVice President, Sales & Services521.6650
Angelique Alvarez.....Administrative Assistant521.6572
Sheretha BellManager, Sales Services521.6654
Felicia Black.....Administrative Assistant521.6397
Cheryl Cobbler.....Administrative Assistant521.6631
Monica Coleman.....Manager, Convention Services521.6561
Amanda Collins.....Administrative Assistant521.6683
Shea Daniels.....Administrative Assistant521.6656
Jackie Davis.....National Sales Manager521.6578
Kristin Delahunt.....Manager, Convention Services521.6641
Lydia Douglas.....Sales Manager, Small Meetings521.6640
Robert Ellis.....Supervisor, Administrative Support521.6387
Priti Gore.....Administrative Assistant, Convention Services521.6681
Monica Green.....Sales Manager, National Accounts521.6390
Cindy Hall.....National Sales Manager, Corporate Accts773.342.6212
Andrea Hendricks.....Director, Chicago Area Sales Office773.935.4588
Katie Judge.....Sales Director, Airport Area770.907.3075
Dianne Lovett.....National Sales Manager521.6620
David McAuley.....Director, D.C. Area Sales Office703.528.7997
Andrea McCullough.....Manager, Convention Services521.6690
Susan Reid.....National Sales Manager521.6394
Nancy Reilly.....Sales Manager, National Accounts521.6566
Jeremy RubinSales Manager, National Accounts521.6383
Annette Shearer.....Sales Manager, National Accounts521.6655
Cookie Smoak.....Destination Sales Manager, National Accounts521.6393
Tara Spann.....Administrative Assistant521.6638
Mark Sussman.....Director, Trade Show Sales521.6384
Will Trokey.....National Sales Mgr., D.C. Area Sales Office703.533.0998
Frankie Vinciguerra.....Director, Sales521.6680
Erica Weikel.....National Sales Manager521.6613
Tammi Whitehead.....Sales Manager, Small Meetings521.6623



“If there had been no Olympics, we would not be an expanded museum of art at this point in time.”

– Michael Shapiro,
High Museum of Art Director

Atlanta Convention & Visitors Bureau

233 Peachtree Street, NE
Suite 100
Atlanta, GA 30303
404.521.6600
www.atlanta.net