



ACVB Announces New Team Members

Two Additions Bring Valuable Experience to Atlanta's Meeting Business

ATLANTA (March 20, 2008) – Atlanta Convention and Visitors Bureau (ACVB) is pleased to announce two new additions. Dale Gustafson has been hired as sales manager of national accounts and Lesley Walsh has been hired as sales manager of small meetings. Gustafson is responsible for selling hotel rooms and convention facilities to associations, trade shows, conventions and meetings with requirements greater than 1,201 room nights. Walsh will handle booking group meetings occupying up to 100 room nights.

Both bring extensive experience to their current positions. Gustafson has an impressive background in sales, marketing and management and is the recipient of numerous hospitality industry awards. During his recent tenure as director of sales for the Sheraton Atlanta Hotel, occupancy increased by seven percent. Walsh brings valuable knowledge of the sales and hospitality industries. In her recent position as sales manager in the Marriott Regional Sales Office, Walsh represented 68 hotels throughout the Southeast. Exceeding personal and team goals, Walsh's efforts generated more than \$3 million in total revenue during 2006 alone.

Gustafson earned his Bachelor of Science in Hospitality Administration from Georgia State University. In 1989, he received the Cecil B. Day School of Hospitality Hotel Student of the Year Award. Walsh earned her Bachelor of Science in Business Administration with a concentration in Marketing and a minor in Communications from the University of Richmond.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

www.atlanta.net

###

For more information, please contact ACVB Public Relations:

Lauren Jarrell

Director

404.521.6649

ljjarrell@atlanta.net

Sarah Solomon

Specialist

404.521.6645

ssolomon@atlanta.net

Suzanne Forte

Specialist

404.521.6632

sforte@atlanta.net

Angie Weiss

Coordinator

404.521.6398

aweiss@atlanta.net