



ACVB Chairman chosen to lead Atlanta through 2005

ATLANTA (January 27, 2004) – Vicki Escarra, vice president and chief marketing officer of Delta Air Lines, is the incoming chairman of the board of directors for the Atlanta Convention & Visitors Bureau (ACVB) for the 2004-2005 term.

“Vicki’s experience and expertise in marketing will be vital to the ACVB and Atlanta during this period of rejuvenation and expected growth,” said ACVB President Spurgeon Richardson. “She will contribute marketing and development objectives that will propel Atlanta as a leading destination for leisure and convention travel.”

Escarra has been with Delta for 30 years, where she has enjoyed much success in the customer service sector of the company. She has been widely recognized for her significant contributions to the industry, enjoying the honor of inclusion in *Travel Agent Magazine’s* “200 Most Powerful Women in Travel” in 1997, 1999, 2000 and 2001. The National Air & Space Museum of the Smithsonian Institution presented her with the National Aviation and Space Exploration Wall of Honor certificate in 2000 and Escarra received the YWCA Women of Achievement Award in 2002.

A graduate of Georgia State University, Escarra has completed Columbia University’s Executive Management Program and Harvard University’s Executive Leadership Program.

The chairman of the ACVB is selected by the board of directors following nominations by the organization’s executive committee.

Newly appointed ACVB officers and board members include:

Michael Robison, Vice Chair, Board of Directors
Chairman and Chief Executive Officer, Lanier Parking Systems

Belinda Stubblefield, Vice Chair, Cultural Tourism Committee
Director, Reservation Sales, Delta Air Lines

Tommy Dortch, Vice Chair, Diversity Marketing Committee
Chairman and Chief Executive Officer, TWD, Inc.

Jim Cox, Vice Chair, Membership Committee
President, Presenting Atlanta

Anna Hsu, Secretary/Treasurer
Owner, Hsu’s and Pacific Rim Bistro

Hugh Austin
Executive Director, Georgia International Convention Center

Mark Bartolomeo
Director, Business Sales Georgia and Alabama Region, Verizon Wireless

Jim Bruns
Executive Director, Atlanta History Center

Milton Clipper
President and Chief Operating Officer, WPBA-TV

Jose Gonzalez
Executive Director, Hemisphere, Inc.

John Grant
Executive Director and Chief Operating Officer, 100 Black Men of Atlanta

Susan Herrington
National Vice President, Strategic Governance and Corporate Affairs, American Cancer Society

Dennis Kelly
President and Chief Executive Officer, Zoo Atlanta

Patrick LaFramboise
President & CEO, International Woodworking Fair

Leslie Pchola
Resident Manager, Hilton Atlanta

Debbie Reetz
National Advertising Director, *Atlanta Journal & Constitution*

Catherine Ross
Director, Center for Quality Growth and Regional Development, Georgia Tech College of Architecture

Alexis Scott
Publisher, Atlanta Daily World

Jack Smith
Senior Vice President, Customer Service, Air Tran Airways

Jeff Swanagan

Executive Director, Georgia Aquarium, Inc.

Tom Voss
General Manager, Grand Hyatt Atlanta

Harriette D. Watkins
Vice President, Community Affairs, AGL Resources

Sheila Weidman
Vice President, Marketing and Corporate Communications, Georgia-Pacific

Ron Wolf
Executive Director, Georgia Restaurant Council

Sam Zamarripa
Managing Partner, Diaz-Verson Ventures, LLC

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier conventions, meetings and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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