



ACVB President Receives Distinguished Service Award

ATLANTA (May 13, 2008) — The Atlanta Business League presented Spurgeon Richardson, Atlanta Convention and Visitors Bureau's (ACVB) president and CEO, with the Distinguished Service Award for his role as a community and civic leader in Atlanta and Georgia.

The award recognizes local CEOs for outstanding participation in minority vendor development and community activities that carry forth the mission of the Atlanta Business League, which establishes and builds economic equality for minority enterprises. Past award winners include Dr. Carl Patton of Georgia State University, Evern Cooper Epps of the UPS Foundation and Charlie Loudermilk of Aaron Rents, Inc.

Under Richardson's leadership, the ACVB became one of the first bureaus in the country to begin a diversity marketing program. In 1999, ACVB started the Diversity in the Hospitality Industry Summit, a two-day event that addresses opportunities to increase market share through the incorporation of diversity into marketing and sales efforts as well as tolerance in the workplace. To date, Atlanta is the only city to host an event of this nature for the hospitality industry.

With more than 30 years experience in the hospitality industry and as the ACVB's President and CEO since 1991, Richardson oversees the direction for one of the leading convention cities in America and the top visitor destination in Georgia. Each year, the industry brings more than 38 million visitors to Atlanta, generating more than \$11.4 billion in direct visitor spending (\$28 million a day) and sustaining 227,000 jobs.

Richardson has also been honored by the *Atlanta Business Chronicle* and *Atlanta Magazine*. In 2007, the *Atlanta Business Chronicle* named Richardson to their "Who's Who in the Hospitality Industry" list. *Atlanta Magazine* included him in the 2007 "100 Most Influential Atlantans" list and *Georgia Trend* named him one of 2008's "100 Most Influential Georgians."

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

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