



ACVB Promotes Jeffers to Vice President, Membership and Technology

ATLANTA (July 28, 2005) – The Atlanta Convention & Visitors Bureau (ACVB) recently announced the promotion of Charles Jeffers to vice president, membership and technology.

Jeffers will oversee the membership department, including the management of all staff. He will also be responsible for programming related to the ACVB's base of more than 1,000 member companies and will lead the company's strategy for internal and external technology platforms.

"We made the decision to further align our technological strategies," said Gregory Pierce, ACVB senior vice president and CFO, "and Charles will be instrumental in leading the way as we continue to move towards a web-based management system of our membership base."

A 10-year veteran of the technology and Web presence departments at the ACVB, Jeffers' most recent post was as director of technology.

"Charles has been a valuable asset to the ACVB for more than 10 years," said Spurgeon Richardson, ACVB president and CEO. "Whether he was overseeing the interactive aspect of the Welcome South Center during the Olympics or building one of the most innovative CVB Web sites in the country, Charles has always been a strong leader with an unwavering positive attitude. I am proud to offer him this promotion and know that he will continue to do an excellent job for us."

A graduate of American International College, Jeffers holds a master's degree in public administration from Georgia State University and a certificate of information technology management from Georgia Institute of Technology.

Jeffers is a member of the International Association of Convention & Visitors Bureaus, where he currently serves as chair of the Meetings Information Network (MINT) Committee. He is also an active member of the Cisco IP Telephony User's Group SE Chapter and the Event Business Management Solution User's Group.

A native of Bermuda, Jeffers and his wife, Antoinette, have two children and currently reside in Atlanta.

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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