



ACVB's Bertrand Receives Prestigious APEX Award

ATLANTA (May 9, 2007) – Kathleen Bertrand, ACVB Senior Vice President of Community and Governmental Affairs, is the 2007 recipient of the APEX Award for Distinguished Service from *Black Meetings & Tourism* magazine.

The Black Meeting & Tourism Magazine's annual APEX Award was established in 2001 to honor professionals within the travel and tourism industry for outstanding service and contributions to the industry that not only enhance the industry overall, but promote diversity in all aspects of the industry.

As a dedicated leader in the hospitality industry, Bertrand created the "Diversity in the Hospitality Industry Summit," an annual conference which addresses issues of marketing to diverse communities. She formed the successful "Hospitality Student Summit," which partners with six Atlanta public school programs to expose students to hospitality careers. Bertrand also founded ACVB's Diversity Marketing Advisory Council, which provides direction for diversity programs in the community and helps position Atlanta as a top destination for minority meetings and conventions.

Bertrand's numerous accomplishments include the development of *Atlanta Heritage*, an annual visitor's guide targeted at the African-American traveler and the creation of www.atlantaheritage.com, which launched in 1996 as the first Web site of a major convention and visitors bureau to focus on local African-American historical sights and attractions.

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

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