

Gonzalez Named International Woman of the Year

(July 8, 2002) ATLANTA – Gabriela Gonzalez, director of international marketing and sales at the Atlanta Convention & Visitors Bureau (ACVB) was recently named *La Vision de Georgia's* International Woman of the Year.

La Vision, the only bilingual daily newspaper in Georgia, recognized metro-Atlantans who have done outstanding work or given outstanding service to the Latin community at their first-ever Awards Gala in May.

“Gabriela has been instrumental in bringing the ACVB’s international initiatives to fruition and putting Atlanta on the map as an international gateway destination,” said Spurgeon Richardson, the President and CEO of the ACVB. “Her tireless efforts, energy and vitality make her a dynamic asset to the Latin community and the ACVB.”

Gonzalez is responsible for the ACVB’s international initiatives with a primary focus on Latin America. She introduced Georgia’s hospitality industry to the Latin market with the program Latin America 2000, a series of seminars to educate the industry on the best way to expand their business in this new market as well as a familiarization tour that brought nearly 200 tour and travel professionals from Latin America to learn about the city. She was instrumental in the launch and continuing success of the ACVB’s learning-based tourism program, which markets Atlanta’s educational and business opportunities to Latin America. Gonzalez has also played an active role in the development of the upcoming Rhythms of the South Global Showcase, a travel trade show that will promote the entire Southern region as an international tourism destination and Atlanta as an international gateway to the South.

Of Cuban descent, Gonzalez began her career with Kodak as a national account manager with the office-imaging group. She later took a position with Darwin Partners, an information-technology consulting firm. Gonzalez later worked with the Hispanic Chamber of Commerce alongside the city’s most influential Hispanic business members.

Gonzalez currently holds positions on the International Committee at the Georgia Hispanic Chamber of Commerce and as a board member at the Mexican Center of Atlanta. Gonzalez also writes a weekly tourism column in *La Vision*.

La Vision honored fifteen other Atlantans including Mayor Shirley Franklin, Woman of the Year; Judge Warren Davis, Man of the Year; Rocio Woody, Hispanic Woman of the Year; and Sam Zamarripa, Hispanic Man of the Year.

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. For more information, please visit www.atlanta.net.

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