



## **ACVB Announces New Additions and Promotions**

ATLANTA (January 6, 2004) – The Atlanta Convention and Visitors Bureau (ACVB) recently announced the addition of four new staff members and the promotion of one current employee. Michael Holt was named director, trade show sales, Ben Lutz became sales manager, national accounts, Kristin Delahunt was named manager, convention services and Tracy Barrett Janosko was brought on as national sales manager, Washington, D.C. area office. Current ACVB employee Dianne Sullivan-Lovett moved to Atlanta from Washington, D.C. to take on the role of sales manager, new account development.

Michael Holt joins the ACVB as director, trade show sales. Holt will lead the trade show sales effort, while also supporting accounts in the technology and engineering markets with emphasis on the West coast. Before joining the ACVB he served as vice president of sales for Conferon Global Services/EXPO Exchange, where he managed housing and registration accounts. Prior to this, Holt oversaw regional sales for the Hawaii Convention and Visitors Bureau. He brings experience with convention bureaus, convention centers, hotels and exposition management.

Ben Lutz comes to the ACVB as sales manager, national accounts. His duties include selling hotel rooms and convention facilities in the city to trade shows, conventions and meetings requiring 1,200 or more peak room nights. His focus will include the health and medical, as well as the agriculture and food markets. Lutz previously managed operations for VNU Expositions, directing and coordinating for multiple trade shows.

Kristin Delahunt begins her career with the ACVB as manager, convention services. Delahunt will work with confirmed business utilizing 250 peak rooms or more. Delahunt will serve as a liaison between the sales department, membership, associations and the public sector to ensure the satisfaction and return of groups to Atlanta in the future. Previously, she served as senior travel director with Maritz Travel Company, planning logistics of international business group travel and corporate sales incentive travel.

Tracy Barrett Janosko joins the ACVB as national sales manager, Washington D.C. area office. She is responsible for selling and marketing Atlanta as a destination for meetings and conventions, specifically to customers in the greater Washington D.C. area. Her primary duties are to generate leads and bookings from groups utilizing fewer than 1,200 peak room nights. Janosko comes to the ACVB from the Chicago Convention and Tourism Bureau, where she managed eastern regional sales.

Dianne Sullivan-Lovett has moved into a new position as sales manager, new account development. Her focus is to support in-house and trade show sales managers by researching new accounts for future lead potential and subsequent bookings for Atlanta. Previously, Sullivan-Lovett managed national sales, eastern regions for the ACVB out of the Washington, D.C. satellite office.

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

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*Photos available upon request*