



ACVB Increases Focus on Membership

- *Staff promotion merges corporate events, membership and visitor services -*

ATLANTA (Jan. 6, 2010) – Atlanta Convention & Visitors Bureau (ACVB) has promoted Ellie Westman Chin to vice president of membership, corporate events and visitor services. In her new role, Westman Chin will manage ACVB’s corporate events including the Annual Meeting and annual Hospitality Hall of Fame induction dinner.

Westman Chin came to ACVB in 2006 as director of membership. Since that time, she has increased the value of membership by expanding member involvement in the Bureau’s marketing and sales programs. The strategy resulted in an increase in member retention, and in 2009, new member revenue grew by 105%. Membership contributions are one of the primary funding sources for ACVB’s sales and marketing efforts.

In 2008, Westman Chin added management of ACVB’s visitor services department to her job. The alignment of the two departments enabled ACVB to elevate its member organizations to visitors and enhance the visitor experience by providing a higher level of customer service. ACVB has three visitor centers throughout the city at Hartsfield-Jackson Atlanta International Airport, the Georgia World Congress Center and Underground Atlanta in the heart of Downtown.

“Ellie’s dedication and creativity continue to bring value to our ACVB members by providing them with opportunities to grow their business,” said William Pate, president and CEO of ACVB.

Westman Chin serves on the boards of the Georgia chapter of Hospitality Sales & Marketing Association International (HSMIA) and the Atlanta Coalition of Performing Arts. She is a member of the Georgia Restaurant Association (GRA) and serves on Atlanta’s Zero Waste Zone committee and the events committee for the Atlanta Sports Council. In 2007, she was named ACVB Employee of the Year.

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism.

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For more information please contact ACVB Public Relations:

Lauren Jarrell
Director
404.521.6649
ljjarrell@atlanta.net

Suzanne Forte
Specialist
404.521.6632
sforte@atlanta.net

Sarah Solomon
Specialist
404.521.6645
ssolomon@atlanta.net

Amanda Latson
Coordinator
404.521.6398
alatson@atlanta.net