



Atlanta Convention & Visitors Bureau

06 Annual Report

07 Business Plan

MISSION

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.

ACVB COMMITMENT

WE ARE THE VISITOR'S AND MEETING PROFESSIONAL'S TRUSTED PARTNER — THE HEART, SOUL AND ENERGY OF OUR DESTINATION. WE DRIVE ECONOMIC SUCCESS AND ENHANCE THE QUALITY OF LIFE IN OUR COMMUNITIES. THE BETTER THE CONVENTION AND VISITORS BUREAU, THE BETTER THE DESTINATION.



Spurgeon Richardson
President & CEO

IT GIVES ME GREAT PLEASURE TO REPORT that 2006 was one of the strongest years in the history of Atlanta's hospitality industry. These results represented a tremendous team effort from our community. The momentum will continue in 2007 as the numbers show that it will be another growth year for our industry.

One of our proudest accomplishments is that approximately 60,000 of our hotel rooms were occupied every night in Atlanta and our 65 percent hotel occupancy rate was well above the national average of 63 percent. Further, we recorded a room rate of \$85.74 – an all-time high. Considering the lodging effects Hurricane Katrina had on our market in 2005, comparing 2006 to 2004 showed that year-end average daily demand was up nine percent and occupancy jumped from 59 percent to 65 percent in 2006.

This is an extraordinary time for Atlanta as we continue to welcome new attractions, restaurants and hotels. While our cornerstone of success continues to be meetings and conventions, 2007 continues to be an opportunity to grow our leisure and international tourism business in the city. On behalf of our staff, we look forward to creating another record-breaking year and building the books for the future.

Spurgeon Richardson
President & CEO



J. Michael Robison
Chairman of the Board,
2006-2007

OUR INDUSTRY COMPLETED ONE OF THE strongest years in the city's history as we expand our core meetings and conventions sectors, while boosting our position as a leisure destination. We assisted in securing funding for Brand Atlanta, opened a visitor center in the Georgia Aquarium, and launched Atlanta CityPass, which now provides our visitors with a seamless way to enjoy our key attractions. We created a new division that measures the demographics of our visitors, and we obtained the commitment of the city and the Atlanta Police Department to enhance the experience of our visitors in the Central Business District.

I offer my congratulations to the ACVB staff for a job well done. I look forward to continuing to serve you, and you have my commitment to build on these accomplishments in 2007.

J. Michael Robison
Chairman of the Board, 2006-2007



2006 In Review

A YEAR OF PROGRESS THROUGH PARTNERSHIPS

Atlanta's hospitality industry enjoyed one of the strongest years in history in 2006. As the city celebrated the 10-year anniversary of the Centennial Olympic Games, we also witnessed new openings and unprecedented growth in the hotel market.

Conventions posted record attendance in Atlanta. The hospitality industry partnered to welcome the International Woodworking Fair, which boasted a 15 percent increase in advance registration over the 2004 show, increased the number of exhibitors by more than 300 and recorded more than 42,000 in attendance for their 2006 convention. The Society for Neuroscience hosted more than 25,000 attendees; MEDTRADE brought 22,000; more than 30,000 were welcomed for Bronner Brothers International; and the American College of Cardiology had more than 29,000 in attendance.

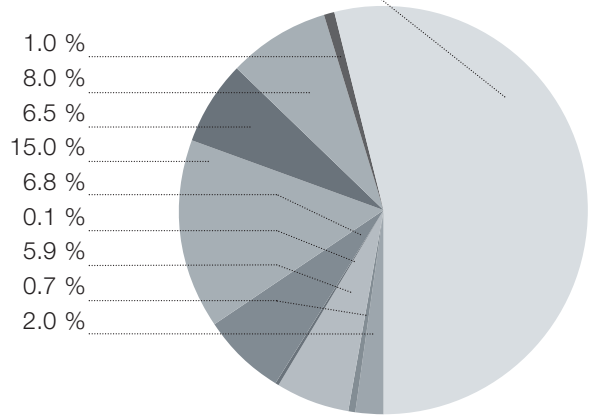
ACVB made progress through partnerships, bringing the industry together for programs such as Atlanta CityPass. ACVB also hosted Rhythms of the South, a partnership between Atlanta, Nashville, New Orleans and Delta Air Lines, designed to sell the South as a package destination to international visitors while positioning Atlanta as the gateway.

Visitors and locals celebrated the new Centennial Olympic Games Museum at the Atlanta History Center and Louvre Atlanta, a three-year partnership with the High Museum of Art and the Musée du Louvre, while the Georgia Aquarium welcomed its three millionth visitor. MARTA created new transportation options for visitors: the Atlanta Tourist Loop was introduced in May, linking major hotels with top attractions; in June, the A-Z route launched, running between the Georgia Aquarium and Zoo Atlanta; and October brought The Peach, transporting passengers from Buckhead to the Georgia State Capitol on a straight route down Peachtree Street.

With every opening comes opportunity, and ACVB is poised to welcome 2007 with the same passion and innovation that has always been the trademark of our industry.

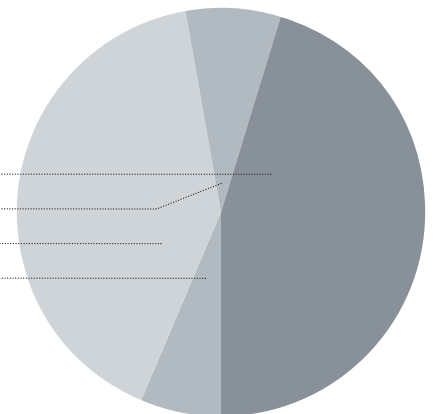
2006 Actual Revenues

Total Public Sector Support	\$10,150,000.00	54.0 %
Private Sector Support		
Annual Meeting/Hospitality Hall of Fame	\$183,800.00	1.0 %
Publication ad revenue	\$1,500,000.00	8.0 %
Co-op cash support	\$1,230,410.00	6.5 %
Contributed services	\$2,820,347.00	15.0 %
Membership dues	\$1,282,380.00	6.8 %
Membership services	\$20,220.00	0.1 %
Registration revenue	\$1,110,000.00	5.9 %
Internet revenue	\$125,000.00	0.7 %
Other revenue	\$370,065.00	2.0 %
Total Private Sector Support	\$8,642,222.00	
Total Support and Revenues:	\$18,792,222.00	



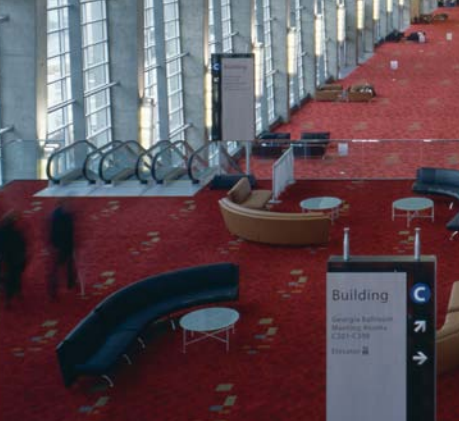
2006 Actual Expenses

Payroll & related expense	\$8,510,000.00	45.5 %
Other operating expense	\$1,393,955.00	7.5 %
Direct promotional expense	\$7,619,333.00	40.7 %
Capital expense	\$1,185,238.00	6.3 %
Total Expenses	\$18,708,526.00	



“ **WE HAVE A GREAT PARTNERSHIP** with the Atlanta Convention & Visitors Bureau in marketing metro Atlanta and the Georgia World Congress Center. That partnership translates into positive economic activity for our community and state, as well as for hotels, restaurants, entertainment venues and hospitality-based businesses.”

Dan Graveline, Executive Director
Georgia World Congress Center Authority



2006 Accomplishments

SALES & SERVICES

National & Tradeshow Sales

- Generated 106 percent (1,880,000) and 112 percent (2,750) of room night and lead goals, respectively
- Promoted Atlanta to 611 meeting planners at eight Update Atlanta events in Washington, D.C., Chicago, Philadelphia, New York, Austin, Dallas, Boston and Atlanta
- Exhibited at 29 different industry events promoting Atlanta as a top destination for meetings, conventions and tradeshows; met individually with more than 3,200 prospects
- Sales managers met with 861 planners individually at their offices
- Sales team hosted 1,075 meeting planners to Atlanta for site visits showcasing our destination
- Sales division hosted 14 group familiarization trips (FAMs) attended by 301 meeting planners
- Three family reunion FAMs attracted more than 300 interested reunion planners
- The Buckhead community hosted 62 meeting planners from the Health Professions Network
- Conducted two Customer Advisory Board meetings gaining valuable feedback on ACVB and our competitors
- Reached a record 18 total groups at 5,000 rooms peak and above in 2006 representing 594,429 total room nights

- Awarded several future citywide conventions:

- National Association of Convenience Stores 2007 and 2010 (definite) and 2013 and 2016 (tentative), representing 35,000 total room nights for each convention
- American Rental Association - 2007 and 2009 (definite) and 2012 and 2015 (tentative), representing 17,000 total room nights for each convention

Convention Services

- Exhibited at seven conventions to build attendance for Atlanta shows in 2007 and 2008: American Society for Training and Development, Drug Information Association, Fire Rescue International, National Business Aviation Association, International Institute for Municipal Clerks, International Society for Technology in Education and National Association of Convenience Stores
- Hosted five journalists from poultry trade publications in a media FAM for the U.S. Poultry & Egg Association. The new enhanced service will be offered to 20 of the largest conventions in an effort to promote the destination to attendees
- Hosted 36 top exhibitors from the National Business Aviation Association to assist with destination orientation and venue selection
- Instituted a program to host 30 NCAA corporate partners and champions in preparation for NCAA Men's Final Four. Showcased Atlanta's venues, restaurants, destination management companies and caterers to drive bookings for corporate hospitality events during the 2007 tournament. The NCAA will use this program as a model for future years

MARKETING DIVISION

Cultural & Heritage Marketing

- Launched Atlanta CityPass on Sept. 6. Atlanta became the 10th city in North America and the first in the South to join CityPass. Atlanta CityPass is also the first to be co-branded with the city's brand
- Raised \$1.6 million in cash and in-kind to market and sell the Atlanta cultural and heritage experience
- Launched an extensive packaging program with the High Museum of Art surrounding its three-year collaboration with the Musée du Louvre

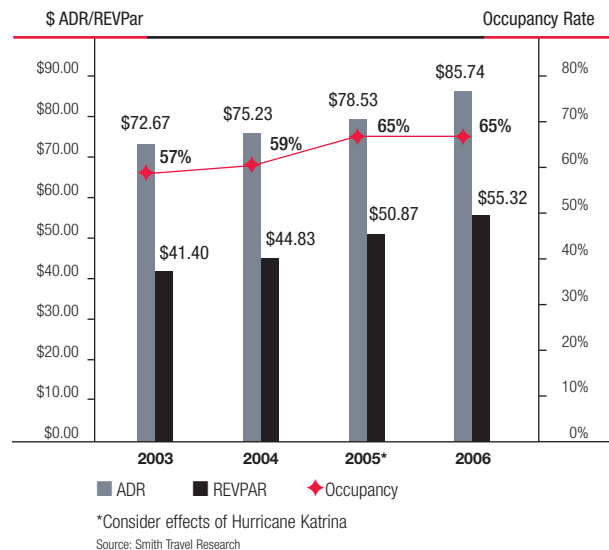
Marketing

- Raised more than \$1,000,000 in in-kind sponsorships, including \$750,000 in regional media promotions for summer and holiday advertising campaigns
- Established Atlanta.net as the call-to-action for all advertising generated by ACVB and Brand Atlanta
- Produced a new brochure to market Atlanta called "Atlanta is Motorcoach Friendly" as part of domestic tourism efforts
- Partnered with Central Atlanta Progress to market the Downtown Connects Card, a value-added card to generate revenue for participating downtown attractions, restaurants and retail
- Sold more than 5,000 hotel packages through ACVB's online packaging programs including the Legendary Shopping campaign, Ultimate Dining and Experience Atlantic Station
- Produced an updated International Guide in five languages for the international visitor

Public Relations & Communications

- Hosted more than 250 journalists researching stories about Atlanta as a destination
- Secured feature stories in major publications such as *USA Today*, *Travel+Leisure*, *O*, *The Oprah Magazine*, *National Geographic Traveler* and *The New York Times*
- Developed four proactive press tours for niche travel and convention media to enhance Atlanta's image and generate increased coverage
- Partnered with Metro Atlanta Chamber of Commerce, Central Atlanta Progress and Brand Atlanta to communicate Atlanta's assets to core audiences
- Reallocated department resources to create more specialized employee positions focusing on promoting tourism product and assisting conventions with attendance-building programs

2006 Hotel Occupancy



“**THE ACVB PROVIDES A CRITICAL LIFELINE FOR OUR BUSINESS.** Through our partnership with the ACVB, we interface with key meeting planners and decision makers. The ACVB showcases Atlanta as a premiere destination, then collaborates with various service providers to ensure that every convention, meeting and event has a positive Atlanta Experience.”

Andy Walston

General Manager, Freeman



Tourism

- Hosted New Discoveries in April 2006, bringing 80 qualified domestic tour operators and 13 journalists to Atlanta for four days to introduce Atlanta's new attractions and hospitality offerings to the tour and travel market. Seventy-two Georgia suppliers attended
- Hosted Rhythms of the South - The Southern Marketplace, a tradeshow owned by Atlanta, New Orleans and Nashville with Delta Air Lines as presenting sponsor. Ninety international tour operators and 60 media from 25 different countries and 90 suppliers from 12 southeastern states attended the two-day event
- Attended 19 international and domestic tradeshows to sell Atlanta. Also participated in 14 sales missions/road shows and hosted 41 familiarization trips for international and domestic tour operators, receptive wholesalers, corporate planners and travel agents
- Worked closely with Delta Air Lines to market and promote new direct service international routes from Latin America and Europe

COMMUNITY AFFAIRS

- Hosted the 7th Diversity in the Hospitality Industry Summit. Marc Morial, president of the National Urban League and former Mayor of New Orleans, was the luncheon keynote speaker, with almost 300 in attendance. For the first time, Summit presentations were posted at www.atlanta.net/diversitysummit.com
- Kathleen Bertrand and Spurgeon Richardson served as co-chairs of the 2006-2007 United Way Hospitality Unit; additionally, Kathleen served as the Employee Campaign Manager for ACVB
- Met with planners for four major African-American meetings and conventions booked for 2006 in Atlanta: National Urban League, 100 Black Men of America, T.D. Jakes Megafest and Power Networking Conference. Along with the Diversity Marketing Committee, created welcoming receptions for groups such as FraserNet, 100 Black Men of America, the National Black Arts Festival and the National Association of Black Hotel Owners, Operators and Developers
- Began working with Ken Bernhardt and Georgia State University to create a survey of visitors and downtown office workers relating to panhandling issues. "The Atlanta Experience" survey will give a benchmark by which enforcement and other changes can be measured
- Maintained strong communications with Mayor Shirley Franklin on behalf of ACVB clients for speaking or welcoming appearances by the Mayor or members of her staff at various meetings and conventions

CORPORATE DEVELOPMENT DEPARTMENT

- Exceeded goal of \$300,000 of food and funding for the ACVB Arts Foundation and Atlanta Community Food Bank during the 15th Annual Turkey Trot Open (TTO) & Gobblers Ball. Both events posted record attendance and welcomed 73 sponsors including presenting sponsors The Coca-Cola Company, Cingular Wireless, Delta Air Lines and General Motors
- Hosted two corporate partners meetings
 - Spring: Hosted 35 corporate partners and contributors at Reynolds Plantation, April 19-21, 2006. Coordinated agenda for all to promote their company and services as well as financial and non-financial support to ACVB
 - Fall: Hosted Corporate Partners Conference/ Turkey Trot Sponsors Appreciation Outing, Oct. 4-5, 2006 at Callaway Gardens. Conducted business meeting and networking session for 62 business partners with presentations by Central Atlanta Progress, General Motors and the New World of Coca-Cola as well as a citywide hospitality industry update. Callaway Gardens co-hosted dinner, accommodations and golf outing for 80 TTO sponsors and guests
- Secured \$50,000 commitment from Brown-Forman and \$15,000 from The Coca-Cola Company for second issue of "Passport to Fine Dining in Atlanta," scheduled for production of 75,000 copies
- Successfully re-negotiated 2007 Corporate Partners Agreement with General Motors
- Hospitality Hall of Fame had its best attendance with 450 people. The honorees were Mari Jo Ford, David B. Kenney, Robert King and Richard M. Stormont
- The 93rd Annual Meeting was held at the Georgia Aquarium with more than 1,000 in attendance. The program saluted the Brand Atlanta Campaign and featured Neville Isdell as keynote
- Hosted Atlanta Ambassadors for annual holiday luncheon

“ **OUR PARTNERSHIP WITH ACVB EXISTS TODAY** because the professionals at ACVB kept the idea of Atlanta CityPass in front of us for seven years. Their determination to be the first city in the Southeast to have a CityPass made it impossible for us to consider any other city. Thank goodness they did. Now CityPass gets to be part of this new leisure destination—and we are telling everyone about it!”

Mike Gallagher

President, co-CEO, CityPass, Inc.



CREATIVE & VISITOR SERVICES

- Coordinated opening of Georgia Aquarium Visitor Center
- Continued successful integration of Atlanta brand into exhibit booths and merchandise
- Successfully managed American Society of Association Executives and International Association for Exhibition Management tradeshows
- Started initial planning for new Hartsfield-Jackson Atlanta International Airport visitor centers

FINANCE DEPARTMENT

- All financial targets were met or exceeded
- Strengthened balance sheets

HUMAN RESOURCES

- Successfully managed renewal of health plan with minimal increase in cost
- Successful management of ongoing performance management plan
- Continued ramp-up of employee training

INTERNAL TECHNOLOGY

- Completed review of ACVB Customer Relationship Management system
- Continued aggressive support for internal bureau needs
- Successfully worked with Downtown Hotel Council and sales department in the development of a city sales training Web site

MEMBERSHIP & RESOURCE CENTER

- Secured 162 new members, surpassing goal of 150
- Generated more than \$95,000 in new member revenue
- Hosted four Bureau Briefings in 2006 with topics regarding international tourism, Brand Atlanta, what's new in Atlanta, and how to work with a convention
- Hosted more than 1,600 members at the Convention Connections, Member Orientations and Bureau Briefings
- More than 4,000 events entered in Atlanta.net calendar of events
- Provided housing services for 12 conventions
- Sent more than 2,700 visitor packets to potential visitors

REGISTRATION

- Completed record-setting year for staffing meetings
- Continued to meet gross profit goals

WEB MARKETING

- Successful ongoing integration of Atlanta brand
- Merged Brand Atlanta Web program into Atlanta.net
- Continued to grow partner participation in Web program

Business Plan

2007 ACVB PRIORITIES

- Increase overall market demand and economic impact
- Leverage the Brand Atlanta campaign within all ACVB programs of work
- Increase ease of doing business
- Enhance and utilize metrics and accountability more effectively

2007 KEY STRATEGIES

Increase overall market demand and economic impact

- Strengthen the foundation of convention business allowing the metro Atlanta area to increase demand and gain market share
- Position Atlanta as a leisure destination to generate an increase in visitors and tourism

Leverage the Brand Atlanta campaign within ACVB program of work

- Promote the key assets in metro Atlanta to gain additional visitors, create demand and gain additional length of stay

Increase ease of doing business

- Position Atlanta as a destination providing a high level of service that delivers solutions for a successful event or experience

Enhance and utilize metrics and accountability more effectively

- Utilize new tools to identify gaps in market conditions and competitive set
- Improve communication of performance and results to all stakeholders

2007 TACTICS

Increase overall market demand and economic impact

- Develop a key direct sales strategy for future years with convention committee and Georgia World Congress Center (GWCC)
- Implementation of Atlanta CityPass
- Redeploy PR staff to segment convention and leisure media
- Implement key exhibitor programs and media familiarization trips (FAMs) for top conventions to highlight key destination assets
- Identify new opportunities with Delta Air Lines' new international routes
- Continue Experience Atlanta FAMs and Update Atlanta events in targeted cities
- Rotate customer advisory board members
- Attend major 2007 tradeshow and conventions to promote attendance for 2008 events
- Continue team selling approach with GWCC

“ **IN ADDITION TO SUCCESSFULLY PRESENTING ATLANTA ON THE GLOBAL STAGE,** ACVB encourages its members to adopt the Atlanta spirit of giving and make it their own. ‘To whom much is given much is expected’ is a phrase that ACVB’s leadership and staff take seriously. It is corporate citizenship at its finest.”

Evan E. Lee

Account Executive, Hospitality & Transportation, United Way of Metropolitan Atlanta



Leverage the Brand Atlanta campaign within all ACVB programs of work

- Continue Atlanta Brand positioning with all ACVB programs and communications
- Align ACVB resources and planning with the strategic planning process of Brand Atlanta
- Maximize Brand Atlanta assets
- Engage membership in total campaign

Increase ease of doing business

- Continue customer advisory board
- Market conference calls with top citywide conventions
- Provide enhanced services to nine additional groups in 2007
- Facilitate a seamless transaction between sales and service
- Roll out market-wide sales resource site
- Engage membership through education of the rewards of doing business with our customers
- Introduce Atlanta CityPass to consumers and convention attendees
- Integrate new visitor center at the Georgia Aquarium into ACVB VIC program

Enhance and utilize metrics and accountability more effectively

- Implement balanced scoreboard approach with emphasis on employee satisfaction, customer satisfaction, demand and financials
- Utilize new tools with TAP report to identify future gaps in business

- Finalize bid process for new CVB software system
- Utilize Smith Travel Research to identify segment (group or transient) shortfalls or increases by area of town
- Establish tiers to enhanced services and track accordingly
- Report key metrics and balanced scorecard monthly
- Redesign customer satisfaction survey

2007 Company Goals

	2007 Goal	2006 Actual	% Change
Sales Division			
Room Nights	1,951,000	1,913,179	2%
Leads	2,660	2,793	-5%
Marketing Division			
Cooperative Funding	\$3,150,000	\$2,963,492	6%
Public Relations			
Media Assists	4,780	4,839	-1%
Media Visits	250	267	-6%
Broadcast	370	367	1%
Tourism			
Leads	3,400	3,891	-13%
Bookings	500	n/a	
FAMs	42	41	2%
Membership			
otal Revenue	\$1,365,000	\$1,307,000	4%
Web Marketing			
Unique Visits	5,600,000	5,291,874	6%
New Registered Users	28,000	21,711	29%

2006 Budgeted Revenues

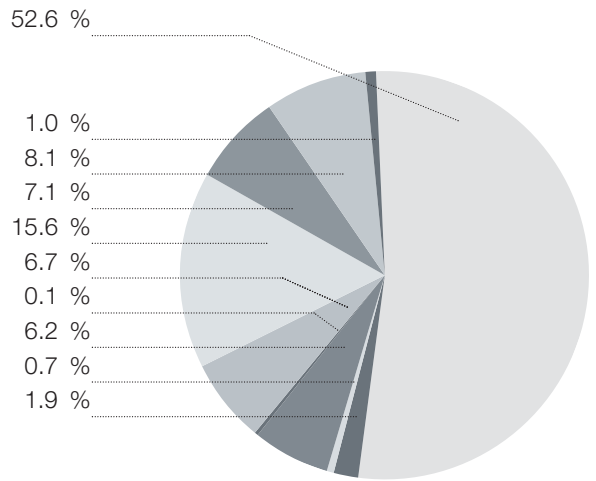
Public Sector Support

Total Public Sector Support \$ 10,193,750.00 52.6 %

Private Sector Support

Annual Meeting/Hospitality Hall of Fame	\$190,000.00	1.0 %
Publication ad revenue	\$1,575,000.00	8.1 %
Co-op cash support	\$1,382,375.00	7.1 %
Contributed services	\$3,012,425.00	15.6 %
Membership dues	\$1,302,866.00	6.7 %
Membership services	\$20,000.00	0.1 %
Registration revenue	\$1,200,000.00	6.2 %
Internet revenue	\$125,000.00	0.7 %
Other revenue	\$373,000.00	1.9 %
Total Private Sector Support:	\$9,180,666.00	

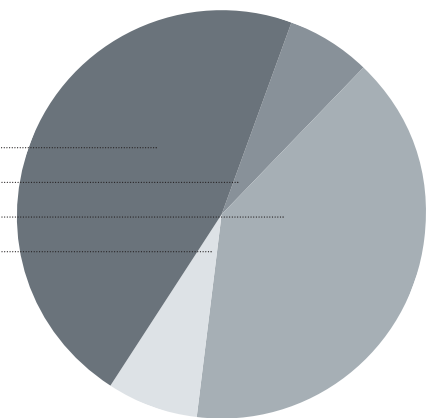
Total Support and Revenues \$19,374,416.00



2007 Budgeted Expenses

Payroll & related expense	\$8,969,406.00	45.5 %
Other operating expense	\$1,394,570.00	7.2 %
Direct promotional expense	\$7,697,849.00	39.9 %
Capital expense	\$1,238,000.00	6.4 %

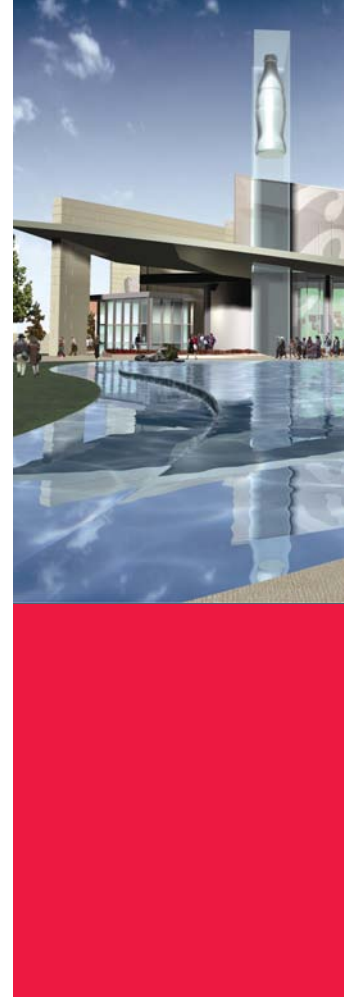
Total Expenses: \$19,299,825.00



“ **OUR CLOSE COLLABORATION WITH THE ACVB** has significantly deepened our understanding of the hospitality industry’s importance to our region’s economy and its vitality. Through our partnership, we have identified and acted on many new ways to reach both visitors and local residents with Atlanta’s positive message. Our ability to cross-promote the city and its many assets and attractions has been greatly enhanced by our strong working relationship with the team at the ACVB.”

Virginia Hepner

Interim Executive Director, Brand Atlanta, Inc.



2007 and Beyond

THE PHOENIX RISING FROM THE ASHES might be Atlanta's official bird but recent sightings have been of the crane. Construction cranes dot the skyline with a promise of an ever-changing destination to beckon conventioners and visitors to Atlanta.

As Atlanta's hotel occupancy rates increase, 2007 should mark the third consecutive year in overall hospitality industry growth, rising above the national average. New attractions will continue to draw more visitors, and major events like the 2007 NCAA Men's Final Four will place Atlanta in the spotlight.

Returning visitors may not recognize the landscape. The New World of Coca-Cola and The Cobb Energy Centre for the Performing Arts, new home of the Atlanta Opera, will open in 2007. Atlanta is also the new home to Martin Luther King, Jr.'s personal papers and a new civil rights museum will be developed downtown, adding to anchor attractions in the convention corridor.

Hotel development will include The Mansion, St. Regis and several boutique properties throughout the city, as well as three more W hotels and TWELVE Centennial Park. Retailers and restaurants will line Peachtree Street with the development of the Midtown Mile, and several new mixed-use areas will be added, including Ivan Allen Plaza on nine city blocks downtown.

With the guidance of Atlanta Streetcar, Inc. Chair and ACVB Board of Directors Chair Michael Robison, the Atlanta Streetcar Project will take to the streets in 2009, connecting visitors to Downtown, Midtown and Buckhead. In late 2010 or early 2011, the Maynard Holbrook Jackson, Jr. International Terminal will open at the Atlanta airport, and in 2011, the Atlanta Symphony Orchestra will open a \$240 million symphony center designed by Santiago Calatrava.

OPENING IN ATLANTA

- **May 24, 2007:** New World of Coca-Cola
- **Fall 2007:** W Hotel Midtown
- **Sept. 2007:** Twelve Centennial Park
- **Sept. 2007:** The Ellis Hotel
- **Sept. 15, 2007:** Cobb Energy Centre for the Performing Arts
- **Oct. 16, 2007:** Georgia Aquarium expansion opens
- **December 2007:** Hilton Garden Inn Downtown
- **Early 2008:** The Mansion on Peachtree in Buckhead
- **2008:** Grand Bohemian Hotel – Atlanta
- **2008:** W Atlanta Downtown Hotel & Residences
- **2008:** St. Regis Hotel, Atlanta
- **Fall 2008:** AmericasMart Atlanta expansion (1st phase)
- **Fall 2008:** Midtown Mile
- **December 2008:** Consolidated rental car facility and people mover at HJAI
- **2009:** Hotel Palomar Atlanta
- **2009:** Hilton Hotel in Buckhead
- **2009:** Streetcars to appear on Atlanta's streets
- **2009:** Buckhead Village redevelopment
- **2010:** Center for Puppetry Arts expansion
- **Late 2010- early 2011:** Maynard Holbrook Jackson, Jr. International Terminal at HJAI

“ **THERE IS SO MUCH MORE GOING ON IN ATLANTA** than when we were last here in 2002, we're excited about the potential here.”

Tom Jernstedt
Executive Vice President, NCAA Final Four

BOARD OF DIRECTORS 2006 — Officers & Executive Committee

Vice Chair, Advisory Committee

William Pate, BellSouth *2008

Chairman, Board of Directors & Executive Committee

Michael Robison, Lanier Parking Systems*

President

Spurgeon Richardson, Atlanta Convention
& Visitors Bureau*

Vice Chair, Board of Directors & Government Affairs Committee

Steve Smith, Turner Broadcasting System, Inc.*

Vice Chair, Convention Committee

Joe Hindsley, Hyatt Regency Atlanta *2008

Vice Chair, Cultural Tourism & Heritage Marketing Committee

Bob Walker, WXIA-TV, 11Alive *2008

Vice Chair, Diversity Marketing Committee

Thomas W. Dortch, Jr., TWD, Inc. *2008

Vice Chair, Finance & HR Committee (Treasurer)

George Sands, Retired Partner, KPMG LLP *2006

Vice Chair, Marketing Committee

Ken Bernhardt, Georgia State University *2006

Vice Chair, Membership Committee

Julia Emmons, Atlanta Track Club *2006

Secretary

John Knapp, The Southern Institute *2007

Melinda Ashcraft, Six Flags Over Georgia
*2006

Ed Baker, Atlanta Business Chronicle *2008

David Borchelt, General Motors Corporation

Ed Bowen, E.W. Bowen & Company

Karen Bremer, Great Hospitality, L.L.C.

Jim Bruns, Atlanta History Center

Debby Cannon, Cecil B. Day School of
Hospitality, Georgia State University

Dan O'Leary, Underground Atlanta

Ed Clark, Atlanta Motor Speedway

Milton Clipper, Public Broadcasting Atlanta

Bob Coggin, Cendant *2008

Jim Cox, Presenting Atlanta

Don Dalton, U.S. Poultry & Egg Association

Mike Dangerfield, Carey Limousine

Ben DeCosta, Hartsfield-Jackson Atlanta
International Airport *2007

Bobby Donlan, Donlan & Greenbaum's New
York Prime

Brooke Jackson Edmonds, Jackmont
Hospitality

Mary Eitel, Edelman *2008

Daryl Evans, Cingular Wireless

Tammi Fabbrini, Bank of America

Mark Ferland, The Ritz-Carlton, Atlanta *2006

Gary Gentile, Atlanta Marriott Marquis *2006

Jose Gonzalez, Hemisphere, Inc.

Vicki Gordon, InterContinental Hotels Group

John Grant, 100 Black Men of Atlanta

Daniel A. Graveline, Georgia World Congress
Center Authority *2008

Dick Groves, Hilton Atlanta *2007

Kay Hamner, retired, The Carter Center

Darrell Hatton, Cobb County CVB

Greg Hawkins, Arby's Restaurant Group

Susan Henderson, Atlanta Arrangements

Susan Herrington, American Cancer Society

Phil Hickey, RARE Hospitality International,
Inc.

Glenn Hicks, The Columns Group, Inc.

Bob Hope, Hope-Beckham

Sonny Horton, Stone Mountain Park

Anna Hsu, Hsu's, Pacific Rim Bistro & Silk
Restaurants

Stephanie Hughley, National Black Arts
Festival

Debbie Karcanes, Renaissance Waverly Hotel

Dennis Kelly, Zoo Atlanta

Dave Kenney, Kenney Hotel Group

Raymond King, SunTrust Bank

Keith Knight, U.S. Foodservice

Kevin Kobishop, Sheraton Atlanta Hotel

Patrick LaFramboise, International
Woodworking Fair

Brian Leary, Atlantic Station, L.L.C.

Heather Levesque, Simon Property Group

Timothy J. Lindgren, Hyatt Hotels & Resorts
*2007

Sam Massell, Buckhead Coalition, Inc.

Mary Pat Matheson, Atlanta Botanical Garden

Paul Matsen, Delta Air Lines

Pete Moraitakis, United Distributors *2007

Ronen Nissenbaum, InterContinental Hotel,
Buckhead

Phil Noyes, Proof of the Pudding, MGR Food
Services, Inc.

Nancy Oswald, Ruth's Chris Steak House

Ed Paradine, Marriott International *2007

Reinaldo Pascual, Kilpatrick Stockton LLP

Leslie Pchola, Hilton Atlanta *2006

Tara Perry, MARTA

Mark Pettit, Creaxion

Jeff Portman, AMC/AmericasMart-Atlanta

Chuck Powell, Embassy Suites Hotel, Centennial
Olympic Park & Centennial Park West
Condominiums

Greg Pridgeon, City of Atlanta *2008

Debbie Reetz, Atlanta Journal - Constitution

A.J. Robinson, Central Atlanta Progress

Catherine Ross, Georgia Tech — College of
Architecture

Dan Rowe, Georgia Department of Economic
Development

Alexis Scott, Atlanta Daily World *2006

Derek Schiller, Atlanta Braves

Ben Shanley, Coca-Cola North America

Michael Shapiro, High Museum of Art

Bill Simms, Gourmet Services

Gregory Smith, Federal Express

Jack Smith, AirTran Airways

Jim Smith, Atlanta Falcons

Gail Solomon, Georgia Dome

Jim Sprouse, Georgia Hotel & Lodging Association

Shelton Stanfill, Woodruff Arts Center

Gary Stokan, Chick-fil-A Bowl & Atlanta Sports
Council

Mark Stovall, Wachovia Bank

Jeff Swanagan, Georgia Aquarium*2006

Michele Swann, Cobb Galleria Centre

Guy Thomson, Proof of the Pudding by MGR, Inc.

Scott Vandenberg, Grand Hyatt Atlanta

Ed Walls, Westin Peachtree Plaza *2007

Harriette Watkins, AGL Resources

Sheila Weidman, Georgia-Pacific

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