



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

ATLANTA (Jan. 12, 2006) – Atlanta Convention and Visitors Bureau (ACVB) recently announced the addition of five new staff members and the promotion of one current employee. The latest hires include Susan Reid, national sales manager; Nancy Reilly, sales manager, national accounts; Braam Du Plooy, controller; Will Trokey, national sales manager, Washington, D.C. area office; and Cookie Smoak, destination sales manager, national accounts. Current employee Monica Coleman was promoted to manager, convention services.

In her role as national sales manager, Susan Reid is responsible for the selling and marketing of Atlanta and Georgia as a destination for meetings. She brings with her a 20-year career in the hospitality industry, most recently as senior sales manager at the Hilton Atlanta.

Nancy Reilly was named sales manager, national accounts, and is responsible for selling hotel rooms and convention facilities of metro Atlanta to trade shows, association conventions and meetings. She has more than 10 years of experience in the hospitality and tourism industries, including eight years with Renaissance Hotels and Resorts.

As controller, Braam Du Plooy is responsible for the day-to-day management of the companies' financial plans and policies, general accounting, internal auditing and budgetary control. Du Plooy brings with him more than nine years of experience in finance, including public and private accounting in the United States and South Africa.

Will Trokey joined ACVB as national sales manager, Washington, D.C. area office, where he is responsible for selling and marketing Atlanta and Georgia as meetings and conventions destinations, specifically to the Greater Washington, D.C. area. Trokey previously served as director and account executive of southeast region sales for LA INC. The Convention and Visitors Bureau.

Cookie Smoak returns to ACVB as the new destination sales manager of national accounts, working to develop strategies to convert new business opportunities to bookings, prepare and facilitate customer site visits to Atlanta. Cookie previously worked at ACVB as sales director, airport area, and most recently served as director of convention sales for the Orlando Convention and Visitors Bureau.

Monica Coleman has taken on the new position of manager, convention services, where she serves as the liaison between the ACVB sales department, membership, associations and the public sector to ensure the satisfaction and return of groups to Atlanta in the future. Coleman has been with the convention services department at ACVB since 2000.

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](http://www.atlanta.net)

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*Photos available upon request*