



## **ACVB Chairman to Lead Atlanta in 2002**

ATLANTA (February 20, 2002) – William C. Pate, vice president of advertising and public relations for BellSouth, has been named Chairman of the board of directors for the Atlanta Convention and Visitors Bureau (ACVB).

“William’s marketing leadership will be critical to ACVB during this period of difficulty in the hospitality industry,” said ACVB President Spurgeon Richardson. “He is bringing an operational and marketing focus that will position Atlanta as a leading destination for business and leisure travel.”

Prior to BellSouth, Pate was responsible for marketing communications at MCI. He joined MCI from Knapp, Inc., where he counseled clients on marketing solutions. Pate began his career in non-profit and association marketing, including work with the American Red Cross and Goodwill Industries.

A native of Atlanta, Pate grew up in Decatur and attended Georgia State University, where he received his undergraduate degree in journalism and his graduate degree in communications.

The chairman of the ACVB is selected by the board of directors following nominations by the organization’s executive committee.

### **Newly appointed ACVB officers include:**

Vicki Escarra, Vice Chair, Board of Directors  
Executive Vice President and Chief Marketing Officer, Delta Air Lines

Troy Schroeder, Vice Chair, Convention Committee  
Managing Director, Omni Hotel at CNN Center

Mary Eitel  
Vice President, The Headline Group

Dan O’Leary  
Owner/Managing Partner, Underground Atlanta

- more -

Michael Robison  
Chairman and CEO, Lanier Parking Systems

Harry Betz  
Director of Market Development, American Express Establishment Services

Paul Burke  
Vice President, Operations, North American Division, The Westin Peachtree Plaza Hotel

Debby Cannon  
Professor, Georgia State University

Janis Cannon  
Deputy Commissioner for Tourism, Georgia Department of Industry, Trade and Tourism

Glenn Cornell  
Senior Vice President, Bank of America

Hermann Gammeter  
General Manager, Renaissance Waverly Hotel

Doug Hertz  
President, United Distributors

Tony Hobson  
Owner, Hobson and Associates

Doug Hopkins  
Manager, Governmental Relations, Finance and Administration, The Coca-Cola Company,  
North America

Stephanie Hughley  
Executive Producer, National Black Arts Festival

John Knapp  
President, The Southern Institute

Vince LaRuffa  
Vice President, Sales and Marketing, Crestline Hotels & Resorts

Reinaldo Pascual  
Partner, Kilpatrick Stockton, LLP

Mark Pettit  
President and CEO, Creaxion

Jeff Sachs  
Managing Partner, Strategic Advisory Group

Bob Wolfe  
Senior Vice President, Administration

Cathy Woolard  
President, Atlanta City Council

Mtamanika Youngblood  
President and CEO, Historic District Development Corporation

Read Ziegler  
Chief Marketing Officer, Revenue Technologies

Established in 1913, the ACVB is a private, non-profit 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 favorably impact the Atlanta economy through conventions and tourism.

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