



ACVB Announces New Additions and Promotions

ATLANTA (August 5, 2004) – The Atlanta Convention and Visitors Bureau (ACVB) recently announced the addition of two new staff members and the promotion of two current employees. Jenny Munn was brought on as assistant manager, international marketing and sales and Tonya Graham joined as national sales manager. Current employee Frankie Vinciguerra took on the role of director, sales and Sheretha Bell became manager, sales services.

As assistant manager, international marketing and sales, Jenny Munn is responsible for coordinating international trade shows, sales missions, and promoting Atlanta globally. Munn primarily will be servicing and expanding the Latin American visitation market to Atlanta. Before coming to the ACVB, she worked most recently as an intern with Hemisphere, Inc., an organization created to bring the Free Trade Area of the Americas (FTAA) headquarters to Atlanta. While there she assisted with managing contact with the advisory board, strategic partners and media. During the same time period, she worked with the Georgia Council for International Visitors as a program coordinator where she designed and implemented programs and itineraries for international visitors to Atlanta. Prior to joining the Georgia Council for International Visitors, Munn worked as an account manager with Insight Global, Inc. in information technology recruiting and sales. Jenny Munn has a degree in international business from the University of Georgia and speaks fluent Spanish.

As national sales manager, Tonya Graham works to sell and market Atlanta as a destination for meetings. Her primary responsibility is working with all groups utilizing from 100 to 1,200 rooms on peak night. Her territory includes the Southeast, Southwest and West coast. Prior to taking her position at the ACVB, Graham worked as senior sales manager for the Sheraton Midtown Atlanta at Colony Square. She began her tenure at Colony Square as association sales manager in 1999 and was promoted to senior sales manager in April 2003. Her career in hospitality began at the Auburn University Hotel and Conference Center, where she worked as a reservations coordinator while working on her second degree at Auburn University. Graham graduated from Auburn with a joint degree in public relations and Spanish.

Frankie Vinciguerra has been promoted to director, sales, where she manages the day to day sales activity of the in-house and small meeting sales teams. She also represents the ACVB sales department in the Midwest territory working with groups utilizing 1,200 rooms on peak night. Vinciguerra joined the bureau four years ago as national sales manager and was named associate director, sales in 2003.

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Taking on a new position of manager, sales services, Sheretha Bell is responsible for managing the sales and marketing initiatives of the ACVB sales department. Her responsibilities include coordinating special events, such as Update Atlanta, a sales and networking event highlighting Atlanta's newest developments and promoting the city's appeal as a convention destination; creating presentations, such as sales bids and proposals for sales managers; and designing in-house sales collateral. Bell also coordinates e-communications and pre-tradeshow activities. She has been with the bureau for four years and previously held the position of assistant manager, sales services.

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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