



## **ACVB Promotes Bertrand to SVP, Community and Governmental Affairs**

**ATLANTA** (March 5, 2007) – Atlanta Convention & Visitors Bureau (ACVB) has promoted Kathleen Bertrand to senior vice president, community and governmental affairs. During her 23-year tenure at ACVB, Bertrand has played a significant role in steering ACVB's involvement in community and government issues. Her work with ACVB's diversity marketing program has positioned the organization as a leader in corporate diversity awareness.

As a dedicated leader in the hospitality industry, Bertrand created the "Diversity in the Hospitality Industry Summit," an annual conference which addresses issues of marketing to diverse communities. She formed the successful "Hospitality Student Summit," which partners with six Atlanta public school programs to expose students to hospitality careers. Bertrand also founded ACVB's Diversity Marketing Advisory Council, which provides input and direction for programs relating to minority communities.

"Kathleen's passion and dedication to diversity and community affairs issues have kept the ACVB a step ahead of our competitors," said president and CEO of ACVB, Spurgeon Richardson.

Bertrand's numerous accomplishments include the development of *Atlanta Heritage*, an annual visitor's guide targeted at the African-American traveler and the creation of [www.atlantaheritage.com](http://www.atlantaheritage.com), which launched in 1996 as the first Web site of a major convention and visitors bureau to focus on local African-American historical sights and attractions.

Recently, Bertrand was asked to serve on the Metro Atlanta Chamber of Commerce's Atlanta Public Schools Education Committee. In 2005, she was appointed by Atlanta Mayor Shirley Franklin to the board of Keep Atlanta Beautiful. She also serves on the board of the Grady High School Foundation, the Committee for a Better Atlanta and is a member of the National Coalition of Black Meeting Planners.

In 1983, Bertrand joined ACVB and her previous positions include membership account executive; advertising and membership manager and vice president, membership and community affairs. She most recently served as vice president, community affairs.

Bertrand has been recognized by the *Atlanta Business Chronicle's* "Atlanta's Top Hospitality Industry Leaders," by the Atlanta Business League as one of "Atlanta's Top 100 Black Women of Influence" for the past 10 years and by *Black Meetings & Tourism Magazine* as one of the "Most Influential African-Americans in the Meetings & Tourism Industry," for the past seven years.

Bertrand earned her bachelor of arts in English from Spelman College.

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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