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ALPHARETTA CVB HOLDS ANNUAL MEETING

The Alpharetta Convention and Visitors Bureau (CVB) hosted its 2010 Annual Meeting Tuesday, June 8, at the Metropolitan Club. Alpharetta hotel owners and general managers, the CVB Board of Directors, and Alpharetta city officials were among those in attendance. Information about the Alpharetta CVB's focus and goals for the next fiscal year was presented. Chairman of the Board, Mark Spanka, General Manager of the Atlanta Marriott Alpharetta, was recognized for his leadership of the organization from 2009-2010. Spanka will remain on the Board of Directors but will complete his term as Chairman on June 30th, the end of the Bureau's fiscal year.

Says President and CEO of the Alpharetta CVB, Janet Rodgers, "Each year, the Annual Meeting provides an opportunity to gather together members of the Alpharetta hospitality industry to share with them the Alpharetta Convention and Visitors Bureau's comprehensive plans to continue marketing the City as a premier tourism destination throughout the upcoming fiscal year."



Mayor Arthur Letchas greets the Alpharetta hospitality industry as incoming Alpharetta CVB Chairman of the Board of Directors.



Mark Spanka, Janet Rodgers and Bill Hardman pose for a picture at the 2010 Alpharetta CVB Annual Meeting.

Bill Hardman from the Southeast Tourism Society was the guest speaker and presented information about “The Outlook for Travel & Tourism” – an industry overview of where we have come from, where we are now and where we hope to be in 2011. As president and chief executive officer of Southeast Tourism Society, Mr. Hardman directs the organization’s promotion of travel to 12 Southeastern states. STS promotes the Southeast through cooperative marketing efforts, provides continuing education programs for its members and represents the legislative interests of the tourism industry.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta’s upscale and modern hotels. Visit awesomealpharetta.com for more information.

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