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FOR IMMEDIATE RELEASE  
June 12, 2009

### **Alpharetta CVB First in State to Receive Accreditation**

The Alpharetta Convention and Visitors Bureau (CVB) is the first CVB in the state to be awarded the status of Georgia Association of Convention and Visitors Bureaus (GACVB) Destination Marketing Organization Accreditation. A brand-new program established in January through a partnership between GACVB and Columbus State University's Cunningham Center for Leadership Development provides official Accreditation to destination marketing organizations (DMO) throughout the state in an effort to make evident to stakeholders these organizations and the people who lead them have attained a well-defined set of standards recognized in the industry. Additionally, the program defines a set of standard organization competencies that measure quality and professionalism in Georgia DMOs.

Says Janet Rodgers, President and CEO of the Alpharetta CVB, "I am so proud to be the first DMO in Georgia to receive this prestigious recognition. We did not receive this award randomly; we received it by designing our organization for success. I believe in having a company that has its systems, processes, policies and procedures well-established, making it run as smoothly, effectively and efficiently as possible. This is also what makes the people associated with the company dedicated to the organization's culture and mission. It is awesome to have the Alpharetta CVB acknowledged by an official Accreditation that recognizes our practices, achievements and overall professionalism, effectiveness and competencies."

"There is a distinct set of measures of quality and professionalism achievable by Georgia DMOs of all sizes," adds GACVB President Lisa Smith. "Through the course of Accreditation, organizations are inspired to take a closer look at their operations, practices, and procedures in the interest of raising standards of excellence in all areas of the organization."

The Alpharetta CVB began the process for Accreditation in January by submitting a letter of intent to participate in the program. Additionally, the organization completed an application for Accreditation, which was submitted in February to the Accreditation Review Board, a committee consisting of the Chair of the Tourism Foundation, current President of the GACVB, Chair of the Tourism Development Alliance of Georgia, and representatives from the Southeast Tourism Society, State Department of Community Affairs and Cunningham Center for Leadership Development. Other subject matter experts are added to the Board as needed at the discretion of the Board. The Cunningham Center for Leadership Development serves as the GACVB's certifying and accrediting agency and coordinates and directs a statewide Accreditation Review Board comprised of industry and subject matter experts. The Review Board was provided with information about the Alpharetta CVB's governance, finance, human resources and staff development, technology, marketing and communication, stakeholder services and customer focus, facilities and benchmarking, as part of the application process.

The Accreditation process is offered exclusively to GACVB members. Accreditation is valid for a term of three years, terminating on the anniversary of the most recent Accreditation.

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### **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 [www.AwesomeAlpharetta.com](http://www.AwesomeAlpharetta.com) for more information.