

Athens
Life Unleashed



Athens Now:

Newsletter of the Athens Convention & Visitors Bureau

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ATHvengers Successfully Assembled



From June 1-3, Athens successfully played host to the Georgia Society of Association Executives (GSAE) Annual Meeting. More than 250 GSAE members attended the event held throughout downtown Athens. GSAE is comprised of our prime target meeting planner clients, so hosting the GSAE annual meeting was a great way to promote Athens' expanded meeting and hotel facilities. In a thank you note, GSAE President **Wendy Kavanaugh** praised the CVB and Classic Center team, stating, "The staff was extremely easy to work with to plan this complex event. I would not hesitate to recommend Athens, Georgia, to any association looking for a vibrant and welcoming city to host a meeting." Kavanaugh continued by recognizing local host committee chair, CVB Senior Sales Manager **Missy Brandt Wilson**,

June 2016



Georgia Chamber
of Commerce
Georgia 2030
Session/ CVB
Advisory Board
Meeting
June 16
[More info](#)

Georgia Restaurant
Week
July 18-24
[More info](#)



"The 9 Best Cities for
Singer-Songwriters"
[Livability.com](#)
April 24, 2016

"The Best Places to
Retire in 2016"
[Forbes](#)
April 4, 2016

"Best Southern
College Town: Final
Four"
[Garden & Gun](#)
March 29, 2016

"Best New Cities for
Beer Lovers"
[Fortune](#)
March 2, 2016

"9 Bike-Friendly Cities

saying, "Her support of GSAE and understanding of the importance of this event were evident from the very beginning. From the ATHvengers idea to supporting our own marketing efforts from May 2015 onward, Missy lent creativity, leadership, and follow-through to the process, and we experienced a better annual meeting because of it."

Hospitality Newsmakers

Athens Transit/Unified Government of Athens-Clarke County was honored as the 2016 Urban Community Transportation System of the Year by the Community Transportation Association of America (CTAA) at its annual conference in Portland, Oregon, in May. More information on Athens Transit's notable recent program highlights that factored into their selection as 2016 Urban Community Transportation System of the Year is available [here](#).



Athens Restaurants Honored



Three Athens restaurants have been awarded the 2016/2017 "100 Plates Locals Love" distinction by Georgia Department of Economic Development's Tourism division. Georgia Tourism's second annual list of "100 Plates Locals Love" is featured in the state's official culinary guide, *Georgia Eats*. The restaurants included in this list are [Sr. Sol Mexican Restaurant](#), [Heirloom Cafe](#), and [home.made](#).

In this year's edition of *Georgia Eats*, **Sr. Sol** was recognized for one of its signature dishes, the Chorizo and Lengua Tacos. Described as being "fresh and authentic," these tacos were not only voted to be in the Top 100 Plates Locals Love, but they were also placed in Chef and State Culinary Blogger **Jennifer Hill Booker's** Top 10 Must-Try Dishes.

Other dishes voted into *Georgia Eats'* Top 100 Plates Locals Love are **home.made's** signature Mayberry sandwich and **Heirloom Cafe's** Lamb Meatloaf dish.

[Creature Comforts](#), [Southern Brewing Co.](#), [Mannaweenta Ethiopian Restaurant](#), and the [Classic City BBQ Festival](#) were also mentioned in various sections of the Georgia Eats Culinary Guide.

Want to get your hands on the 2016-2017 *Georgia Eats* Culinary Guide? The guide is distributed via the [12 Visitor Information Centers](#) statewide or by [mail](#) and on the state's tourism website [ExploreGeorgia.org](#).

CVB PR Coordinator Gains Insight into Tourism/Travel Industry

in Georgia"
[Georgia Trend Magazine](#)
February 2016

"8 Great Small Towns to Visit in 2016"
[Visit South](#)
December 6, 2015



[Partner Extranet](#)

[Athens Events Calendar](#)



Upcoming M&C calendars are available to local partners via our [Extranet](#)

or from the CVB Sales Team:
[Rita Lowery](#)
[Missy Brandt](#)
[Ben Ray](#)



State marketing resources & industry stats are available at www.MarketGeorgia.org





In May, our new PR Coordinator **Khyra Walker** attended the **Southeast Tourism Society (STS) Marketing College** in Dahlonega, GA. The STS Marketing College is designed to teach marketing techniques from all facets of the tourism industry, including current trends, data, and implementation of tourism and travel. Upon completion of the three-year Marketing College curriculum, Khyra will receive a Travel Marketing Professional (TMP) certification. Pictured with Khyra receiving her 1st Year Completion certificate is STS President & CEO **Bill Hardman**.

Out and About

As a member of the Athens Community Career Academy (ACCA) governance board, CVB Director **Chuck Jones** attended a three-and-a-half-hour training session on May 26 conducted by facilitators from the Technical College System of Georgia. Jones represents the hospitality / tourism industry on the academy's board, whose mission emphasizes flexibility and workforce development through collaboration with business partners. The career academy is a component of the newly approved Clarke County charter system. CVB Advisory Board members **Lawrence Harris** (ACCA CEO), **Carol Williams** (Clarke County Board of Education member) and **Shawn Butcher** (Porterhouse Grill) were also in attendance.

