



Our sales team is changing

Senior Sales Manager **Missy Brandt Wilson** has accepted the promotion to Director of Sales and will step into that position upon her return from maternity leave August 16. Missy has a proven track record of success during her time in Athens, as well as a strong background in hotel management and travel and tourism sales, in addition to attaining a Master in Business Administration. We are looking forward to working with Missy as DOS and know that she will bring both continuity and fresh ideas to the table as we prepare to usher in a new hotel boon in Athens.



Director of Sales
Missy Brandt Wilson

Director of Sales **Rita Lowery** has accepted a new position, as Director of Education & Membership for the Georgia Senior Living Association; her last day at the Athens CVB was on Friday, August 5.

The Athens CVB is also pleased to announce the hire of Junior Sales Manager **Jay Boling**, who will join the team on August 22 and replace Ben Ray. Having a BBA in Management from Georgia College and a MS in Kinesiology - Sport Management and Policy - from UGA, Jay has held a variety of impressive positions, ranging from the **UGA Athletic Association** to the **Oconee County Economic Development Department**. As junior sales manager, Jay will handle or be involved with the sports market, servicing of booked business, assigned multiple-property accounts, single-property business, and prospecting.

The CVB will be looking to fill the Senior Sales Manager position soon. The position will be posted on our [website](#).

The New 2016-2017 Visitors Guide has Arrived!



#AthensGA at your fingertips

The new 2016-2017 *Athens Visitors Guide* is now available! It's a great resource to help with trip planning and includes information on things to do, where to eat, attractions to visit, etc.

Thank you to our advertisers for making this publication possible. Please contact Information Coordinator [Charlotte Morgan](#) (706.357.4430) to arrange for a

supply to display at your business if you have not already received some. The Guide is also

Nominate Your Front-Line Workers

Every year, The CVB presents the **Athens Hospitality Awards**, which recognize the outstanding work of individuals whose efforts have made a positive impact on the Athens-Clarke County visitor experience. The **Hospitality HEROES** (Hospitality Employees Recognition of Excellent Service) of the Year Award recognizes a front-line employee who has exceeded normal expectations to provide excellent service to visitors and residents.

The deadline for nominating dedicated hospitality professionals that go above and beyond in such roles as a server, bartender, front desk staff, concierge, van driver, or housekeeper is **Friday, September 16, 2016**.

Please spread the word to your loyal customers to nominate their HERO using this form: <http://www.visitathensga.com/about-us/heroes/nomination-form/>. We'll present this year's award at our annual meeting in October.



Volunteer Appreciation Party



On August 4, the Athens Hosts and Classic Center Stars were honored at the Athens Convention & Visitors Bureau and Classic Center's annual **Volunteer Appreciation Party**. Held in the convention center's Athena Ballroom, games filled the ballroom as the guests enjoyed "In the Spirit of '96," as an ode to the 1996 Olympic games held in Atlanta and Athens, and a celebration of this summer's Rio Olympic games. In addition to dinner, some networking, and door prizes donated by more than 20 local businesses, several of the

most time-giving volunteers and the Volunteer of the Year **Judi Barr** were recognized.

The evening closed with CVB Director **Chuck Jones** stating how important the volunteers are to the Athens community and how appreciative the community is to have them. Pictured: Chuck Jones (left) congratulating and awarding long-time head of the Athens Hosts volunteer program **Marlene Bryan** (right).

July Sales Activity Update

- 9 bookings
- 1,113 room nights
- 1,500 attendees
- 488,789.11 EEI

Please log into the [Partner Extranet](#) to view the upcoming meeting & conventions calendar and leads.

Industry Events

Governor's Tourism Conference

September 12-14
College Park, GA

CVB Annual Meeting

October (date TBA)
The Classic Center

National Media Coverage

- #1 SEC City for Craft Beer," [SEC Country](#)
- "17 Most Affordable U.S. Cities of 2016," [Inuit Mint](#)
- "Best Town in College Football," [Athlon](#)

[Website](#) / [Partner Extranet](#) / [State Resources](#) / [Media Coverage](#) / [Athens Events](#)

