



## Welcome Nick Arnold to the team!

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**Sr. Sales Manager**  
Nick Arnold

**Nick Arnold** has accepted the position of Senior Sales Manager for the CVB, left open due to Missy Brandt Wilson's recent promotion to Director of Sales. Prior to joining the CVB, Nick spent almost three years at The Classic Center leading sponsorship sales and assisting with marketing initiatives.

Nick graduated with a master's degree in sports management and policy from the University of Georgia in 2013, after receiving his undergraduate degree in 2006. Please join us in congratulating and welcoming Nick to our team!

## Athens Made, Athens Own

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CVB Director **Chuck Jones** and Director of Marketing & Communications **Hannah Smith** attended the Athensmade launch event on Tuesday, September 20.

What began a couple of years ago as a simple effort to stamp locally produced products with an "Athens-made" logo has transformed into a broad-based effort to build awareness of the uniqueness of Athens' business environment as a means of attracting talented people and new businesses.

[Athensmade](#), is now a non-profit organization that exists to educate, support and promote homegrown brands, entrepreneurs, and creative professionals in Athens, GA. [READ MORE](#)



**Pictured:** Barbara "Lady B" Sims, Chuck Jones and Athensmade Director Mary Charles Howard

## Fire Up the Hydrants!

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Talented local artists turned 20 downtown Athens fire hydrants into delightful, functional works of art - a great way to celebrate the JG



Beacham Drinking Water Treatment Plant's 80 years of service to our community. For years to come, these hand-painted hydrants will be colorful reminders of the importance of water to all of us.

Check out all 20 "fired-up" hydrants by taking the 2-mile Water Walk. Vote for your favorite hydrant open from now through February 2017. The winners will be revealed in March 2017 and earn fabulous prizes!

Water Walk maps and ballots for voting are available at [www.thinkatthesink.com](http://www.thinkatthesink.com) and at the Athens Downtown Development Authority office, the Water Business Customer Center, Athens Welcome Center, The Classic Center and select Certified Blue locations. Read our [spotlight](#) on Athens' new exciting public art project.

## A Fall Football Weekend in Athens with Explore Georgia

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PR Coordinator **Khyra Walker** spent the October 14-16 weekend promoting Athens on Explore Georgia's Instagram story as part of a fall football weekend in Athens marketing initiative.

After recently being named the "[Best Town in College Football](#)" by Athlon Sports, Athens was [featured](#) by Explore Georgia, and we teamed up with them again for a special UGA Homecoming takeover on their Instagram story.

The takeover lasted all weekend and started on Friday with the Redcoat Exhibit at the UGA Special Collections Library. The UGA Homecoming Parade and Homecoming Carnival at Legion Field were also featured on Friday night. On Saturday, she focused on game-day including pre-game and post-game activities. Throughout the game, she posted from the sidelines (pictured), so viewers wouldn't miss any of the action.



**PR Coordinator**  
**Khyra Walker**

On Sunday, she finished off the story with promotion of Sunday brunch at Last Resort Grill, public art downtown and some scenic views from the State Botanical Garden of Georgia.

## The six golden rules of responding to guest reviews

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Whether scathing or glowing, every guest review is a golden opportunity for your hotel [or attraction, restaurant, shop, etc.] to shine or stumble. Guests trust other guests, and the reviews of past experiences at your hotel are one of the most influential factors that can impact future bookings. You can't afford to ignore bad reviews and hope they disappear. Nor, is it okay to simply write canned responses that lack a genuine concern for your guests.

It can be daunting to read negative reviews about your hotel or your colleagues. However, it's more daunting to know that one horrible (unanswered) review can stop a potential booking dead in its tracks. Tambourine offers [six ways to deal with negative reviews](#), starting with "Cut the (corporate) crap."

## Chuck Jones celebrates 20 years at the CVB

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CVB Director **Chuck Jones** celebrated and commemorated his 20-year work anniversary with some of the CVB staff at Fresh Air BBQ on Friday, October 7. Join us in congratulating Chuck!

## Business-Listing News

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We are loving the ever-growing features of VisitAthensGA- be sure that you are taking advantage of these new opportunities.

PDFs can now be uploaded via the [Partner Extranet](#). Click on the "collateral" button and then look for the "brochure" upload area when you add or edit a listing or an event.

- Restaurants, make your menu available
- Events, upload your event poster or flyer

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## Industry Events

**CVB Annual Meeting**  
October 20  
The Classic Center

## Recent Media Coverage

- "Nicest Place in the South," [PorterBriggs.com](#), October 1, 2016
- "Top 25 College Towns," (#1) [Fansided](#), September 28, 2016
- "Best of the Southeast: Drink," [AJC](#), September 2016

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

