



---

## **CVB prepares for Press Visits & Resource Development Team**

---

The CVB is steadily preparing for two press visits, as well as the Georgia Department of Economic Development (GDEcD) Resource Team visit. Press visits are especially important to the CVB as earned media often holds more credibility than traditional paid placements while also reaching a larger audience than the CVB could afford to purchase.

Athens welcomed two Atlanta-based social media influencers on September 13. Jessica Camerata of MyStyleVita and Cathy Anderson of PoorLittleItGirl have a combined social media following of over 100k. They have blogged while traveling worldwide and also partner with top brands like Nordstrom, Cosmedix, J.Crew, Red Dress Boutique, Hotel Indigo, and Toyota.



Jessica Camerata, MyStyleVita



Cathy Anderson, PoorLittleItGirl

We are also excited to welcome "The Excursion with David Zelski" to Athens. The TV series will air on Fox Sports South and Discovery's Destination America. David Zelski has a

prestigious résumé, having won four Emmy Awards, been nominated for two National Daytime Emmys, and won a myriad of other awards. He is the president of Dizzy Productions, LLC, and works on national programs, including producing and shooting for "Say Yes to the Dress" and "Bridesmaids" on TLC, shooting and editing for "Curious Traveler," and hosting and co-producing three seasons of "Anglers & Appetites" with Phil Proctor on Fox Sports South and Discovery's Destination America.



David Zelski, MyExcursionTV.com

A Georgia Department of Economic Development (GDEcD) Resource Team of 10 tourism professionals will visit November 29-30. The team will research local resources and make recommendations on how best to leverage one of Athens' most distinctive products, the music scene, to further position Athens as a music destination and brand. Athens will receive a comprehensive report in the months following the visit, and local tourism projects associated with GDEcD's report will be eligible to apply for grant opportunities.

---

## CVB Recognizes Volunteers for 20 Years of Service

---

Twelve loyal CVB volunteers were recognized for 20 years of service at the Volunteer Appreciation Party on August 15. Our thanks to Sharon Brumlow, June Compton, Doug Gatchell, Jacquie Houston, Diane Kohl, Gloria McCrary, Onofre Paguio, Lily Paguio, Marida West, Becky Wilkes, Donna Wilkins, and Paula Williams. Marlene Bryan, who recently retired as volunteer coordinator after almost 21 years of service, received a special commendation.

Wilma Braun, a 19-year volunteer, was named volunteer of the year.



Jay Boling and Wilma Braun, accepting the Volunteer of the Year Award

In the past year, 55 CVB volunteers worked 304 hours, conservatively valued at \$2,204. The many hours worked by Ms. Bryan are not included.

---

## Hospitality Newsmakers

---

Jeremiah Cook has accepted the newly created position of Sales and Services Manager. In his former role as Information Coordinator, Jeremiah did an outstanding job in managing the events calendar, coordinating *Visitors Guide* distribution, and greeting visitors, among other responsibilities. In this new role, he will oversee our new online group housing



bureau. A huge congratulations to Jeremiah. We are delighted that he's elected to continue his career at the CVB. We know that he will continue to do an excellent job in his new position. The new Information Coordinator, to replace Jeremiah, will be announced soon.



Congratulations to Homer Wilson, who was awarded the Volunteer of the Year Award by the Georgia Downtown Association at its annual conference on August 23. Mr. Wilson was recognized for his outstanding leadership and tireless efforts in supporting and raising awareness about the Hot Corner business district in downtown Athens. He is an embodiment of the Athenian spirit and is a strong advocate for downtown Athens.

Graduate Athens welcomes several new members to their staff. John Huntsman is the new Director of Sales, Kyle Blalock is overseeing Corporate Accounts and Catering, and Sharon Hopkins is leading the charge on Association and Government Accounts. We are glad to have them as Athens hospitality partners.

## Nominate Your Hospitality Newsmaker!

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 and provided excellent service to visitors and residents. **The Louis Griffith Hospitality Leadership Award** recognizes a management-level employee for leadership in the local hospitality industry.

The deadline for nominating dedicated hospitality professionals that go above and beyond in such roles is **Friday, September 29, 2017**.

**Please spread the word to your loyal customers and ask them to nominate their HERO using the [online submission form](#).**

**We will present these awards at our Annual Meeting on October 17th.**

---

## Local Connections

---



State Botanical Garden groundbreaking, UGA Today

- CVB Director Chuck Jones attended the Alice H. Richards Children's Garden groundbreaking ceremony on Sept. 1 at the State Botanical Garden of Georgia, which is to provide an engaging educational experience for adults and children alike.
- The CVB hosted a UGA Freshman Odyssey class entitled "Travel and Tourism Around the World" on Sept. 5. Chuck Jones conducted a presentation about Athens as a tourism destination for the 16 students.
- On Sept. 7, Chuck Jones, Aimee Cheek, and Jeremiah Cook attended the United is the Way Community Celebration at Graduate Athens. Over 40 nonprofits were in attendance.
- The Classic Center hosted a Puck Drop to Kick Off Hockey Season event on Sept. 7. Nick Amold, Venessa Banks, Jeremiah Cook, and Chuck Jones attended on behalf of the Athens CVB.

---

## Don't Miss Out!

---

### **\*\*Looking to get more visitors through your doors?\***

The CVB's website delivers interested customers straight to you through a variety of ad packages that increase your exposure on VisitAthensGA.com. More details [HERE](#) or contact the CVB's agency, Destination Travel Network. [Email Brittany Montoya](mailto:Brittany.Montoya@destinationtravel.com) or call (520) 284-1090.

### **\*\*Georgia Humanities Grant Opportunity\*\***

Nonprofit organizations are encouraged to apply for grants of up to \$2,000 to fund public humanities programs, including lectures, exhibitions, and film and book festivals. **Postmark deadline is September 30.** Details [HERE](#)  
 Questions? Contact [Allison Hutton](mailto:Allison.Hutton@cvbga.com)

---

## Industry Events & Recent Media Coverage

**GDEcD  
Singer/Songwriter  
Series**  
October 6  
Graduate Athens

**Georgia  
Governor's  
Tourism  
Conference**  
Oct 30-Nov 2

**GDEcD  
Resource  
Team  
Visit**  
November

- "Class of Five and Ten," *Local Palate*, August 2017  
 - "Expert Picks: John Edge," *Local Palate*, August 2017  
 - "Georgia: It Will Blow Your Mind," *The*

**CVB**  
**Annual Meeting**  
October 17  
The Classic Center  
Athena Ballroom

Jekyll Island  
[MORE INFO](#)

29-30

[Mail on Sunday](#), August 2017  
- "Day Trip: Athens, GA," [The Dig](#),  
August 2017  
- "Game Day Getaways," [AAA Living](#),  
August 2017  
- "That Athens Sound,"  
[Desoto Magazine](#), August 2017

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

