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## **Alpharetta CVB Applies for Accreditation**

The Alpharetta Convention and Visitors Bureau (CVB) is one of the first CVBs in the state to apply for Accreditation through a brand-new program established through a partnership between the Georgia Association of Convention and Visitors Bureaus (GACVB) and Columbus State University's Cunningham Center for Leadership Development. The program, which began in January, will provide 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 proud to be among the first DMOs in the state to apply for Accreditation and I believe this program will positively impact the Alpharetta CVB staff, the organization as a whole and our stakeholders because it will establish a certifiable level of professionalism and quality – something we have always prided ourselves in achieving, but which will now be quantifiable."

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.

Applications for Accreditation are approved or denied within 60 days of submission. Following approval, the Review Board schedules a site visit to the organization. Accreditation is then approved or denied. Accreditation is valid for three years at which point the certified organization must repeat the application process.

### **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.

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