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Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau, Awarded Greater North Fulton Chamber of Commerce's Business Woman of Excellence Living Legacy Award

ALPHARETTA, GA - (Nov. 2, 2021) – The Greater North Fulton Chamber of Commerce (GNFCC), recently announced the winners of the 2021 North Fulton Women INfluencing Business Awards. **The Business Woman of Excellence Living Legacy Award** was presented to **Janet Rodgers**, President and CEO of the Alpharetta Convention & Visitors Bureau. The GNFCC's 2021 North Fulton Women INfluencing Business Awards were presented at the Chamber's WellStar Monthly Luncheon Series on Tuesday, October 26, 2021, at the Westin Atlanta Perimeter North.



Pictured Above (Left To Right): Lindsay Petrini, Chief Operating Officer of Wellstar North Fulton Hospital/Greater North Fulton Chamber of Commerce Board of Directors Chairman and Janet Rodgers, President & CEO Alpharetta Convention & Visitors Bureau

Women INfluencing Business (WIB) is a committee of the Greater North Fulton Chamber focused on advancing and connecting women in the North Fulton business community. Awards were selected by a committee of past winners. WIB programming and networking events are presented by Verizon.

Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau, has spent more than two decades making Alpharetta, Ga., a viable place that people would want to live, work, play and stay. Her mission at the Alpharetta Convention & Visitors Bureau is to position the City of Alpharetta as a regionally, nationally, and globally recognized premier tourism destination by developing quality programs and facilities to attract overnight visitors to Alpharetta's 30 modern and upscale hotels. Under her leadership, the Alpharetta Convention & Visitors Bureau recently received a gold level 'Benchmark of Excellence' certification from the Georgia Association of Convention and Visitors Bureaus (GACVB) for the fifth time.

Janet is also a co-founder of "Hospitality Highway" in 2005 and was the inspirational force behind creating a program that promoted the Georgia 400 corridor in the tourism and hospitality industry. Highlighting the seven communities that flank State Route 400 on the north side of Atlanta, the program directly provided those cities with an influx of growth in their respective markets. Through the creation of a website, print collateral, public relations efforts, and social media, each of the communities from Buckhead to Dahlonega, have benefitted from her passion for tourism and partnership.

The organizations Janet has supported with time, money and talent include Alpharetta Rotary, Innovation Academy, North Fulton Community Charities, and The Alpharetta Public Safety Foundation, among many, many others. In recognizing Janet, the Awards Selection Committee noted she is truly a community champion.

"The benchmark Janet sets for her team is 'excellence' and she models that in all she accomplishes," said Gloria Mattei, Chair of the Awards Selection Committee and Co-Chair of the Chamber's Women Influencing Business Committee.

"I am truly honored to receive the GNFC's Business Woman of Excellence Living Legacy Award," said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. "I care deeply about all the health and wellbeing of Awesome Alpharetta's community and its businesses. I lead a team of professionals who are committed to the development of the most creative tourism promotions and strategies that will attract visitors to all 30 of Alpharetta's upscale and modern hotels. We strive to make our community a viable place that people would want to visit with lots of shops, restaurants, entertainment venues, music, hotels, art, and history walks. We need all of these tourism assets to ensure Alpharetta is Awesome all the time."

Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the official Destination Marketing Organization for the city of Alpharetta, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta's 30 modern and upscale hotels directly at www.awesomealpharetta.com. Alpharetta was recently named "One of the South's Friendliest Cities" by Southern Living Magazine and "One of the Best Places to Visit in Georgia" by Vacationidea.com.

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