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**Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau,  
Honored for Lifetime Achievement at State Tourism Conference**

**ALPHARETTA, GA - (February 20, 2023)** – Few individuals have been able to mark their place in an entire industry, as well as become a statues member of the community they represent, and Janet Rodgers has managed to do both. On Tuesday, February 14<sup>th</sup>, she was honored during the Georgia Convention and Visitors Bureau (GACVB) state tourism conference where she was awarded the Tom Kilgore Lifetime Achievement Award. Tom Kilgore, the namesake for the award, was a champion of the hospitality industry and one of the architects of the Hotel/Motel Tax legislation which provides CVB's like the Alpharetta Convention and Visitors Bureau their funding.



*(Pictured left to right: Dotty Etris, Janet Rodgers, Jay Markwalter)*

Rodgers has served as the President & CEO of the Alpharetta Convention & Visitors Bureau (ACVB) for over 20 years. During her tenure, she has seen Alpharetta, Georgia blossom as a destination. She has worked diligently to find ways to highlight this wonderful community by always striving to be ahead of

the curve on trends, technology and keeping a pulse on everything Alpharetta has to offer visitors like shopping, dining, live music and entertainment.

Prior to her time at the ACVB, Rodgers worked for the City of Alpharetta as the Special Events Director where she created and produced many events including the beloved Taste of Alpharetta. She also served as the VP of Marketing and Sales at the DeKalb Convention and Visitors Bureau. Additionally, she was the Director of Marketing & Sales at various resort and corporate hotels. All of this experience spans nearly 35 years in the industry.

“I know of no one working in the tourism industry today that deserves this award more than Janet Rodgers,” says Dotty Etris, retired Executive Director of Roswell Convention & Visitors Bureau and long-time friend of Rodgers who presented Rodgers with the award. “Her dedication to the industry, her community and her staff is unparalleled. She is known for building strong partnerships, cooperative marketing efforts and skillfully executes a variety of programs that bring greater attention to the Alpharetta community, the state of Georgia and the region.”

Jay Markwalter, Executive Director of GACVB said, “On behalf of the GACVB Board of Directors, we congratulate Janet on receiving the Georgia Tourism Lifetime Achievement Award. She has been a trailblazer in marketing and developing tourism product for Alpharetta with unmatched contributions to regional economic impact. Janet is not only a destination leader but also, a mentor to our industry of travel and tourism professionals. Having served with Janet previously on the GACVB Board and Hospitality Highway partnership, she is deserving of this Lifetime Achievement award not just for years of dedication and service but as a continued guiding force in promoting the City of Alpharetta, the GA 400 corridor, and the state of Georgia.”

Rodgers has passionately led her employees to reach truly billions of potential visitors through sales, marketing and advertising campaigns. Those visitors, in turn, provide an extensive economic impact to the city of Alpharetta. The Alpharetta City Council and Mayor Jim Gilvin acknowledge this impact and will take the opportunity to celebrate Rodgers on her recent honor by recognizing her during the March 6<sup>th</sup> City Council Meeting.

“I have dedicated over 30 years of my life to this industry, and I mean it when I say I have the same level of excitement and passion for my work today as I did on my first day of the job,” says Rodgers. “Working in the tourism and hospitality industry is without question, one of the biggest joys of my life. I will forever be an advocate for this industry, and I am so appreciative to be recognized with the Tom Kilgore Lifetime Achievement Award.”

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and 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](http://www.awesomealpharetta.com). Alpharetta

was recently named in the top 10 “One of the South’s Best Cities on the Rise 2022” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

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