

10-C-1436

(Do Not Write Above This Line)

A COMMUNICATION FROM WILLIAM PATE, PRESIDENT & CEO, ATLANTA CONVENTION & VISITORS BUREAU, TO MUNICIPAL CLERK RHONDA DAUPHIN JOHNSON:

SUBMITTING THEIR APPOINTMENT OF MS. KATHLEEN JACKSON BERTRAND TO SERVE AS A MEMBER OF THE JOINT COMMISSION FOR MR. JOHN PORTMAN AND MR. HERMAN RUSSELL.

CONFIRMED BY SEP 07 2010 COUNCIL

- CONSENT REFER
REGULAR REPORT REFER
ADVERTISE & REFER
1st ADOPT 2nd READ & REFER
PERSONAL PAPER REFER

Date Referred 8/10/10
Referred To: Comm on Council
Date Referred
Referred To:
Date Referred
Referred To:

First Reading

Committee
Date
Chair
Referred To

COC Committee
9/10/10 Date
Chair
Action Fav, Adv, Hold (see rev. side) Other

Members
Refer To

Committee
Date
Chair
Action Fav, Adv, Hold (see rev. side) Other

Members
Refer To

Committee
Date
Chair
Action Fav, Adv, Hold (see rev. side) Other

Members
Refer To

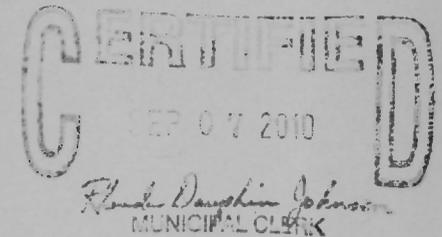
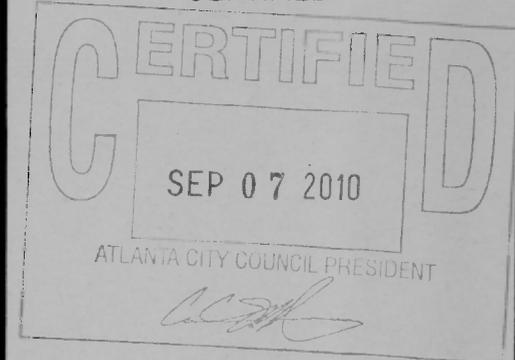
Committee
Date
Chair
Action Fav, Adv, Hold (see rev. side) Other

Members
Refer To

FINAL COUNCIL ACTION

- 2nd 1st & 2nd 3rd
Consent V Vote RC Vote

CERTIFIED



MAYOR'S ACTION



RECEIVED  
OFFICE OF  
MUNICIPAL CLERK  
2010 JUL 23 AM 9:26

July 19, 2010

10-C -1436

The Atlanta City Council  
c/o Rhonda Dauphin Johnson  
Municipal Clerk  
55 Trinity Avenue, Suite 2700  
Atlanta, GA 30303

CONFIRMED BY  
SEP 07 2010  
COUNCIL

Ms. Johnson:

Atlanta Convention & Visitors Bureau is pleased to have been asked to have representation on the commission to honor Mr. John Portman and Mr. Herman J. Russell.

We are equally pleased to submit Kathleen Bertrand, Sr. Vice President - Community & Governmental Affairs, as the ACVB appointee.

Sincerely,



William Pate  
President & CEO

## **Kathleen Jackson Bertrand**

A native Atlantan, and a graduate of Spelman College, Kathleen Bertrand just entered her 28<sup>nd</sup> year of employment with Atlanta Convention & Visitors Bureau, where she has initiated numerous programs that have impacted its members as well as Atlanta's designation as THE top city for African –American visitors. In 1983 she joined the staff of the Atlanta Convention & Visitors Bureau(ACVB), first as Membership Account Executive, later as Advertising & Membership Manager, and as Vice President of Membership & Community Affairs in 1990.

She has been instrumental in the ACVB's development of its diversity marketing programs, overseeing the Bureau's print advertising and radio programming for multi-cultural markets. Additionally, Bertrand created the "Diversity in the Hospitality Industry Summit", an annual conference which specifically addresses issues of marketing to diverse communities.

Through her concept and direction *Atlanta Heritage* has been published annually as a visitor's guide aimed at the African-American traveler for the past 19 years, and [atlantaheritage.com](http://atlantaheritage.com) was launched in 1996 as the first web-site of a major CVB to concentrate on African-American local sights and attractions.

In February, 2007, Bertrand assumed the title of Senior Vice President – Community & Government Affairs, signifying a growing interest and involvement of ACVB in community and government issues that impact the hospitality industry. She has been recognized by the *Atlanta Business Chronicle* as one of "Atlanta's Top Hospitality Industry Leaders", by the Atlanta Business League as one of "Atlanta's Top 100 Black Women of Influence" since 1995, and by *Black Meetings & Tourism Magazine* as one of the "Most Influential African-Americans in the Meetings/Tourism Industry" since 2000. She has received numerous awards throughout her hospitality career such as the 2007 recipient of the APEX Award for Distinguished Service by *Black Meetings and Tourism Magazine*, the 2010 Leadership Excellence Award presented by Atlanta Job Corp, the 2010 recognition by Who's Who in Atlanta as one of Atlanta's Powerhouse Women, as well as the 2007 "Mecca Award" presented for her Atlanta community work. Her board affiliations have included Grady High Hospitality Academy Industry Advisory Board, Board member of The Grady High School Foundation, the MACOC Education Committee, the Advisory Board for North Atlanta High School Hospitality Program, the Black Women's Film Project, the Committee for a Better Atlanta, The Atlanta Food Bank, and Keep Atlanta Beautiful.

Bertrand is the mother of 2 sons and twin daughters.

RCS# 527  
9/07/10  
3:09 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE 10-C-1432, 1433, 1434, 1435, ~~1436~~, 1437, 1440  
1445, 1468, 1469, 1443,  
CONFIRM

YEAS: 15  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 1  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	Y Watson
Y Young	Y Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE