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FOR IMMEDIATE RELEASE

CRVA Launches CEO Search Process

Charlotte, NC. (September 12, 2011) The Charlotte Regional Visitors Authority (CRVA) has launched the search process for a new chief executive officer by naming an advisory committee and securing the services of an international executive search firm. CRVA anticipates that the search process will be completed by the end of the year.

The advisory committee includes Chuck Allen, managing director of US Airways; Bishop Claude Alexander, pastor of The Park Church and community leader; Shannon McFayden, community leader and former Wachovia human resources executive; Ravi Patel, president and CEO of SREE Hotels; Charlotte City Manager Curt Walton; and Rai Glover, owner of Vigilant Homecare & Healthcare Staffing and a former senior vice president with Bank of America. Glover will serve as chair for the advisory committee.

The executive search firm of Heidrick & Struggles has been retained to assist the search team by identifying potential candidates, reviewing candidates' qualifications relative to the position and assisting with interview coordination. Heidrick & Struggles, which has 60 locations in 35 countries, has been retained for a fee of \$70,000, plus expenses.

"Our committee represents an excellent combination of community and hospitality industry leadership," said Joe Hallow, chair of the CRVA Board of Directors. "We interviewed 10 firms before selecting Heidrick & Struggles to work with this team because of the firm's outstanding experience within the convention and hospitality segment, including the recruitment of executive leadership for visitors' authorities in Atlanta, Baltimore, San Francisco and Toronto."

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CRVA's new chief executive officer will lead an organization with more than 200 full-time employees who are responsible for promoting the region's \$4 billion tourism industry, including the management of more than \$600 million in tourism and convention assets. The annual CRVA budget totals more than \$50 million, which is supported through hotel/motel and prepared food taxes.

With an organization-wide vision of Southern hospitality and world-class customer service, the Charlotte Regional Visitors Authority (CRVA) seeks to ensure that the visitors and events that come to the area have a positive experience. Our responsibilities include destination marketing through Visit Charlotte and management/operations responsibilities for the Charlotte Convention Center, Time Warner Cable Arena, Ovens Auditorium, Bojangles' Coliseum, and the NASCAR Hall of Fame. CRVA also works to promote the region's destination brand, 'Charlotte's got a lot' through a number of marketing channels and partnerships. Guided by three main mission objectives, the CRVA markets by bringing visitors and events to the Charlotte region, manages by making the visitors' experiences positive and the events successful, and maximizes by marketing and managing in a way that continues to bring visitors and events back to the region.

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