

BILL HARDMAN

As President, & CEO of Southeast Tourism Society, Mr. Hardman directs the organization's efforts in promoting travel to the eleven Southeastern states of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. STS promotes the Southeast through marketing efforts, provides continuing education programs for members and represents the legislative interests of the tourism industry.

Prior to being appointed as President & CEO of Southeast Tourism Society, Mr. Hardman was President & CEO of Atlanta's DeKalb Convention & Visitors Bureau from 1987 to 1997. Mr. Hardman began his tourism career as Assistant Manager of Public Relations at Six Flags Over Georgia. He has held the positions of Director of Membership for the Georgia Hospitality & Travel Association, and Director of Advertising and Membership for the Atlanta Convention & Visitors Bureau.

Mr. Hardman currently serves on the Board of Directors for the Travel Industry Association of America (TIA). He was a member of the International Association of Convention & Visitors Bureaus Board of Directors where he served as the first Chairman of the IACVB Foundation. He served as Chair of the Georgia Olympic Marketing Task Force. He was also appointed by Senator Sam Nunn as a delegate to the White House Conference on Travel & Tourism. Mr. Hardman has received many awards for outstanding performance in the tourism industry including being twice selected as a Travel Industry Leader of the Year in Georgia.