



Julie Coker Graham Begins Tenure as President & CEO of the Philadelphia Convention & Visitors Bureau

Philadelphia, PA - On January 1, Julie Coker Graham officially became the new president and CEO of the Philadelphia Convention & Visitors Bureau (PHLCVB). She assumed the role following the retirement of current President and CEO, Jack Ferguson on December 31. In June 2014, Coker Graham was promoted to Executive Vice President of the PHLCVB as part of a strategic succession plan that allowed her to continue leading the organization's convention sales efforts, while expanding her responsibilities to include overseeing all of the PHLCVB's departments and operational duties. A 21-year Hyatt Hotel Corporation veteran, Coker Graham will be the only female African-American president & CEO to lead a major CVB in the top 50 U.S. markets.

"Julie Coker Graham is a talented, experienced and respected professional and her hard work and dedication to Philadelphia during her tenure at the PHLCVB has been pivotal to the city's continued recognition as a first-choice destination for all visitors," said Nick DeBenedictis, PHLCVB chairman. "I have great confidence that she is the right leader to build upon the successes of Jack Ferguson and maintain the PHLCVB's reputation as one of the most recognizable destination marketing organizations in the country."

As the primary sales and marketing agency for the expanded Pennsylvania Convention Center, in 2014 the PHLCVB boasted its strongest convention booking year in a decade. Between May 2014 and December 2014 alone, more than \$870 million in new business for future years was booked into the Pennsylvania Convention Center. Coker Graham will work to continue this momentum with new and innovative sales and marketing initiatives. The PHLCVB is also the official tourism promotion agency for Philadelphia globally and under Coker Graham's leadership will continue efforts to further promote travel to Philadelphia, which moved from the 21st to the 15th in overseas visitation rankings.

"It is a great honor to be assuming the position of PHLCVB President & CEO. On the heels of a visit by Pope Francis in September that drew nearly one million national and international visitors, Philadelphia's star continues to rise across the globe. It is an extremely exciting time to be taking the reins," said Coker Graham said. "As we look ahead to a year that includes the City of Philadelphia hosting the 2016 Democratic National Convention and tens of thousands of delegates and leaders from around the world, I look forward to sharing Philadelphia's story."



Sybil Davis Joins Philadelphia Convention & Visitors Bureau as National Accounts Manager, Focused On Multicultural, Religious And International Convention Markets

Philadelphia, PA - January 11, 2016 - The Philadelphia Convention and Visitors Bureau (PHLCVB) has named Sybil Davis as its new National Accounts Manager. Davis will be responsible for booking international, multicultural and religious meeting and convention groups for the Pennsylvania Convention Center and Greater Philadelphia hotels. Davis will work closely with PHLDiversity, a business development division of the PHLCVB, focused on promoting Philadelphia as an ethnically diverse destination for major meeting associations, groups and families, and encouraging multicultural business and social responsibility within the city.

"Sybil's proven capacity to develop new accounts in various markets and grow accounts within an organization will be key as the PHLCVB strives to increase the City's share of diverse conventions and major meetings," said PHLCVB President & CEO Julie Coker Graham. "Her vast experience, accompanied by her ability to think strategically and execute effectively will further help position Philadelphia as a leading City in which to do business."

"I'm excited to showcase my hometown, Philadelphia to a customer base that I have worked with throughout my hospitality career and am thrilled to have the opportunity to generate business and gain exposure for the city that I love," said Davis. "These are very exciting times for Philadelphia and I'm proud to be a part of it, promoting the Pennsylvania Convention Center and our hotel community."

A sales leader with over 10 years of group sales experience in the convention and hotel industry, Davis joins the PHLCVB after serving as Senior Sales Executive for the Renaissance Washington D.C. Downtown Hotel. Among her responsibilities were executing sales strategies to grow group business, developing unique group events for target audiences, and negotiating group sales agreements with meeting planners and directors to create mutually beneficial events. Prior to her time at Renaissance, Davis honed her hospitality expertise as a Mid-Atlantic Area Sales Account Executive with Marriott International. There, she managed accounts for 11 hotels in Washington D.C.; proactively targeted LGBT, religious, and union organizations; and partnered with the Marriott Diversity and Affinity teams to increase return on investment. As a result, Davis exceeded \$4 million in sales goals among more than 50 percent of assigned accounts, and exceeded new business goals by 300 percent.

Davis is active in key industry associations through committee membership and leadership at the Professional Convention Management Association (PCMA) and the Womanhood Training Program. In recognition of her accomplishments, Davis was named a Chairman's Golden Circle Achiever and a Consistent GM Applause Award recipient by Marriott.

A graduate of Howard University, in Washington D.C., Davis holds a Bachelor of Science in Chemistry/Biology.

For more information on Davis and PHLDiversity, visit www.phldiversity.com.

Philadelphia Convention & Visitors Bureau (PHLCVB), www.discoverPHL.com, a private non-profit membership corporation, is the official Tourism Promotion Agency for the City of Philadelphia globally, and the primary sales and marketing agency for the expanded Pennsylvania Convention Center. The PHLCVB competes with its counterparts worldwide for convention and tourism business. The organization has departments dedicated to the multicultural, sports, and life sciences markets.

Homeless Program Stops Rental Evictions and Saves Families

Camden, NJ (January 12, 2016) - Camden County Council On Economic Opportunity, Inc. (Camden County OEO) has been awarded \$130,725 from the New Jersey Department of Community Affairs to administer the Homeless Prevention Program.

The Homeless Prevention Program (HPP) began this past August and ends on July 31, 2016. Eligible Camden County residents must have a summons or warrant of removal from a landlord-tenant court that is no more than 6 months old, gross income at or below 80% of the area median income, have resided at the housing unit for at least three months without incurring arrears, and currently has the ability to pay monthly housing costs after receiving HPP assistance. To date, Camden County OEO has helped 15 families avoid eviction with the HPP program.

"The HPP grant was a life-saver because I had a series of unfortunate events happen and I fell behind on my rent. Without the grant, my son and I wouldn't have a place to live. The application was an easy process and the Case Manager worked with me to get in all the paperwork. The HPP grant gave me a second chance and allowed me to get back on my feet. It's a shame that more people don't know about Camden County OEO," said Christine Keck. The HPP program is available to help more families as well.

"Camden County OEO is pleased to administer the HPP Program, which stops rental evictions and saves families from experiencing homelessness. The agency is actively working with applicants so that they can remain in their housing units," stated Arnold N. Byrd, Executive Director of Camden County OEO.

Camden County OEO's dual purpose is arranging for and providing material assistance that gives immediate relief to low-income persons in emergency circumstances. In addition, the agency provides programs and services to help clients achieve self-sufficiency. Camden County OEO has helped thousands of men, women, and families throughout the years.

Camden County OEO is celebrating 50 years of community service and will be hosting a Clean Comedy Contest fundraiser on April 15, 2016. Visit www.camdencountyooo.com for more information on the HPP program and the upcoming fundraiser event.

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