

## James B. Ricketts

As Director of the Virginia Beach, Virginia Convention and Visitors Bureau, Jim Ricketts oversees the planning and implementation of a comprehensive convention and tourism development program for the City of Virginia Beach.

Ricketts and the City of Virginia Beach are proud to welcome guests to the new Virginia Beach Convention Center -- the largest construction project undertaken by the City of Virginia Beach. The new \$202.5 million center will have over 516,522 sq. ft. in which to welcome citizens, tourists and convention attendees. This new first class, state of the art, technologically advanced convention center was completed in January 2007.

In addition, the Virginia Beach CVB has received numerous tourism marketing awards during Jim Ricketts' tenure. Highlights include:

Virginia Beach is a four-time recipient of the Travel Industry Association of America's coveted *National Travel Marketing Award* in recognition of originality and achievement within the field of travel promotion.

Virginia Beach has also twice received The Travel and Tourism Research Association of America's coveted **J. Desmond Slattery Marketing Award** for the City's tourism advertising campaigns, making it the first destination ever to win this prestigious award twice.

The 11 state Southeast Tourism Society presented Virginia Beach with its **2005 Shining Example Award** for having the top Convention & Visitors Bureau in the Southeast.

Active in leadership roles during his career in the travel industry, Ricketts has served as: Chairman of the Board of the Southeast Tourism Society; President of the Virginia Travel Council; Vice Chairman, Virginia Tourism Corporation Board of Directors; and a member of the Travel Industry Association of America Government Affairs Committee.

Ricketts currently serves as a member of the Board of Directors of the Virginia Tourism Authority and serves on the Board of Directors of the Southeast Tourism Society.

Prior to his appointment as Director of the Virginia Beach Convention and Visitors Bureau in 1988, Ricketts held various positions in tourism/convention center management with the City of Virginia Beach beginning in 1974. From 1972 - 74, he was assistant to the general manager of the Norfolk Port and Industrial Authority, and from 1964 - 1971 Ricketts served as an officer in the U.S. Navy. He holds a Bachelor of Arts degree from Luther College (Decorah, IA).