



To Whom It May Concern:

On behalf of the Georgia Education Foundation, the educational arm of the Georgia Business Council, I am pleased to extend our congratulations and support to Amber Batchelor, IOM, Co-Founder and President of Destination Must Visit® Tourism Alliance Incorporated and her entire organization, on their selection to serve as the City of College Park, Georgia's Destination Marketing Organization. Securing this \$2.4 million government contract is an extraordinary accomplishment. It reflects Amber's strategic leadership, disciplined preparation, and ability to assemble and contribute to a team capable of competing for and delivering a complex public-sector engagement.

The Georgia Education Foundation (GEF) was established to provide small business owners and entrepreneurs with the education, mentoring, and capacity-building resources necessary to develop sustainable and profitable enterprises. Through our programs, participants strengthen critical business disciplines such as leadership, financial management, operational efficiency, technology, infrastructure, access to capital, certification readiness, and corporate and governmental procurement. Our Community Business Development Program (CBDP) is central to that mission. The program provides small businesses with access to practical instruction, coaching, and business-development resources that are often more readily available to larger enterprises. Participants are challenged to evaluate their operations, strengthen their internal capacity, better understand the procurement environment, and position their businesses for sustainable growth.

Amber is a recent graduate and standout participant of the Community Business Development Program (CBDP). Throughout the program, she not only engaged with the information provided by presenters but also put that knowledge into practice in areas such as supply chain readiness, artificial intelligence usage, and strategic partnering. Her progression from completing the program to helping secure a multimillion-dollar municipal contract is a powerful example of what can happen when business education is translated into strategic action. This achievement is especially important because it demonstrates that procurement readiness does not mean attempting to perform every function independently. Rather, it reflects the proficiency to partner and scale for larger opportunities by understanding organizational strengths, recognizing where complementary expertise is needed, and intentionally assembling qualified teams around the client's objectives.



Strategic teaming is not an alternative to organizational readiness; it is often evidence of it. When supported by clear roles, disciplined governance, proven expertise, and shared accountability, teaming enables businesses to combine specialized capabilities and resources to pursue opportunities that may be beyond the reach of one organization alone. Amber's leadership demonstrates how small businesses can use this model effectively by investing in professional development, strengthening capacity, cultivating trusted relationships, and aligning complementary expertise around larger and more complex opportunities.

Amber's success provides a meaningful model for current Community Business Development Program (CBDP) participants, future graduates, and fellow alumni. It shows that business-development programs are not simply educational experiences; they can become launching points for measurable growth, expanded market access, and significant procurement outcomes. Her achievement offers a clear example for others to follow: prepare deliberately, understand the opportunity, build the right team, communicate your value, and compete with confidence.

We proudly congratulate Amber Batchelor, her colleague Carolyn Howell and their co-founding of Destination Must Visit® Tourism Alliance Incorporated, and the entire project and partner team on this milestone. We look forward to seeing the economic impact on tourism, and the community impact their collective leadership will bring to the City of College Park.

Sincerely,
Vanessa Lane
Executive Director
Georgia Education Foundation
Educational Arm of the Georgia Business Council