

ACVB's Volunteer of the Year: Millie Phillips is passionate about Atlanta



TRENDING

Millie Phillips is a special asset for the Atlanta Convention & Visitors Bureau. Accordingly, the account executive for the catering company Proof of the Pudding has been named the ACVB's Volunteer of the Year.

"It is a huge honor," said Phillips of the award she will receive on November 9 at the annual Hospitality Hall of Fame dinner. "I'm very excited about it. It actually was a goal of mine to become the Volunteer of the Year, because I have so much appreciation for what the ACVB gives to the community that I wanted to give back to them."

William Pate, ACVB president and CEO, said Phillips "embodies the spirit of hospitality" in Atlanta. "She's at almost all our events," said Pate, noting that Phillips participates in Connects programs, which are briefings about the business and industry. She also frequently introduces new ACVB members and relocated companies to the ACVB and encourages them to join, he added.

"Once they get in, she's one of the people who helps them understand how to use ACVB to grow their businesses," Pate said. "She's been involved in many touchpoints. That's what we want the hospitality industry to be here, about serving customers and getting businesses in the industry to work together. As those businesses get stronger, it makes the city stronger and easier to sell."

Adam Noyes, president of Proof of the Pudding, said Phillips' award is well deserved.

"She's volunteered pretty much for every event they've posted throughout the calendar year," Noyes said. "She likes to get to each event early to help set up. She's also very active in volunteering checking in guests, acting as a liaison for directions and information, helping with signage and collateral."

Noyes added, "Soup to nuts, she's really done a ton this year."

To be considered for Volunteer of the Year, Noyes said, ACVB examines volunteers' attendance at events, contribution of hours and "what you bring to the table" as far as commitment to the organization. Phillips was determined to win, he added. "At the end of the year, she met her goals, so we're very proud of her. She's a true asset to the Proof of the Pudding and the ACVB, and a great asset to the city."

Phillips, a mother of two who loves to travel, was born in Dalton, Ga., but lived "all up and down the East Coast" growing up, she said.

"I've been in hospitality for most of my adult life," she said, including 15 years in Atlanta. "So as soon as I started doing event sales ten years ago, I got involved with the ACVB because they are such a strong part of the success of the events industry in the Atlanta market."

Why get involved? "I've always seen a huge value of being a part of the ACVB and participating with them and supporting them, because they are supporting us in the community."

Phillips is passionate about her job and the ACVB. "I don't just sell catering. I create memories, some of which last a lifetime," she said. "I believe at the end of the day, it is not the car we drive, the house we own, the money in our account that really matters. It is the moments in time and memories we create together that are lasting, and being a part of creating those moments is why I love hospitality and events."

Noyes called Phillips “super enthusiastic,” adding that she is friendly to all and her energy is contagious. “Everyone enjoys spending time with her,” he said. “The whole sales process just comes naturally to her. She’s built quite a career and she has a great career ahead of her.”

Phillips agreed. “I am doing what I was born to do,” she said. “I feel like I’m fully living my life’s purpose, as cheesy as that sounds.”

She said she plans to continue being a hospitality industry leader and being a part of its continued growth, in Atlanta and nationwide. “I want to be a part of positioning Atlanta as the trend setter in events and hospitality,” she added. “We have so much talent and diversity in the Atlanta market. We are growing, and I only see great things for our future.”