



Steve Atkins
President, The Atkins Groups

As a motivated and highly energized leader, Steve believes every individual will deliver to his or her maximum potential when an environment is created that educates, inspires, communicates, challenges, and rewards. His background includes 38 years at The Atkins Agency, a full-service advertising agency based in San Antonio. The Agency was designed to deliver comprehensive brand marketing programs with an emphasis on the tourism category. Steve maintained a successful contribution to the San Antonio CVB for 20 years, leading the development of all research, strategic planning, campaign development for external and internal audiences, media innovation, public relations and public/private partnerships for co-promotion. He also helped to originate S.A.V.E. (San Antonio Vacation Experience) Co-op and managed the program for 10 years. Steve remains highly active in the Texas travel industry, managing a variety of CVBs and hospitality organizations.

He produced successful campaigns for several Mexico destinations including: Mazatlan, The Bays of Huatulco, Ixtapa/Zihuatanejo on the Pacific Coast, and the interior cities of Oaxaca and Mexico. With his team, he developed the first comprehensive Direct Marketing Program for Mexico's Secretario de Turismo (SECTUR). The effort targeted the retail travel trade of the U.S. and Canada with education seminars traveling throughout all major gateway markets, and the design and production of all support and sales materials, as well as a "hot leads" and incentive program. Steve has a vast amount of knowledge and the wisdom to understand the power of ideas and how to leverage that power.

Unique accomplishments include: innovative solutions to call center development for tourists, one of the first customer relationship marketing platforms ever involved with the healthcare industry and creative campaigns that competed nationally and won top awards against global agencies. He has also received recognition for innovation by the World Tourism Organization.

Steve provides an unprecedented amount of *pro-bono* support to the San Antonio community through development of marketing/communication programs that attracted participation, funding and grass roots efforts for many key organizations. He currently serves on numerous boards including Texas Travel Industry Association, San Antonio Tourism Council, Valero Alamo Bowl (NCAA Bowl Series), Culinaria (formerly New World Wine & Food Festival), the Better Business Bureau and CHRISTUS Santa Rosa Children's Hospital Foundation and the Greater San Antonio Chamber of Commerce.