



Los Angeles Convention Center

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**ARCHIE C. PURVIS ELECTED PRESIDENT TO L.A. CONVENTION CENTER
COMMISSION**



August 19, 2010 (Los Angeles, CA) – The Los Angeles Convention Center (LACC) Board of Commissioners has elected Archie C. Purvis as President and Diana Torres as Vice President of the Commission. In this new capacity Mr. Purvis succeeds Christina Noonan who recently joined the Los Angeles Department of Water and Power Commission.

Mr. Purvis brings 20 years of executive level domestic and international marketing and sales experience developed through associations with such diverse companies as Capital Cities/ABC, Polaroid, MCA/Universal and General Food Corporation.

Ms. Torres is a litigation partner in O'Melveny & Myers LLP's Los Angeles office. She has represented major corporations in connection with a variety of intellectual property disputes. Ms Torres was the Senior Editor of the Yale Law Journal.

“Chief among my priorities is to assist the Convention Center sales team in furthering the already successful utilization of the Convention Center for motion picture and television location filming. The Convention Center offers a very cost effective and varied venue for filming of all sorts and has highly skilled staff to offer the best accommodations for film shoots,” said Archie Purvis. “We want to expand this important segment of the Convention Center revenue stream.”

The five member Board is appointed by the Mayor and its duties include the review of LACC's business operations, organizational output and strategic initiatives. The Commission also advises the LACC General Manager and CEO, Pouria Abbassi, on operations and facilities maintenance matters

“Highlighted by newly elected leadership team, the Los Angeles Convention Center is blessed with an engaged Commission with a diverse and strong array of skill sets,” said Pouria Abbassi. “The Board will continue to play a pivotal role in helping chart the future of LACC.”

About the Los Angeles Convention Center

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. An integral economic component to the Southern California area, total sales from client secondary spending top \$1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility, holding the prestigious USGBC-LEED certification for existing buildings. For more information, visit www.lacclink.com.

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