

BIOGRAPHY

Roy B. Evans, Jr., CAE

Spring 2011

The University of Alabama Hospitality Hall of Fame Inductee

Roy B. Evans Jr., CAE, assumed leadership of the Professional Convention Management Association (PCMA) in 1982. As President/CEO, Evans managed the day-to-day operations and planning for the international association.

Prior to his position with PCMA, Evans spent 20 years with the Southern Medical Association, where he rose to the position of executive director. His background includes extensive experience in medical publishing and medical television production. He has spent more than 40 years in the business of meeting planning and continuing medical and adult education. Evans also served as initial publisher of *Convene* magazine, the Journal of the Professional Convention Management Association and the Executive Vice President of the PCMA Education Foundation.

Evans served PCMA prior to 1982 in many leadership roles, including president in 1975. He has been a PCMA member since 1961.

Evans was elected to the Convention Liaison Council's (CLC) Hall of Leaders in January 1993. The CLC Hall of Leaders was established in 1985 and recognizes individuals who have made outstanding contributions to the convention, trade show, and tourism industry. He has also served as an appointee to the U.S. Chamber of Commerce Committee of 100.

In 1995, Promesa, a New York based non-profit organization, named Evans their "Educator of the Year".

Evans was honored with the "Spirit of Hospitality" award from the International Association of Convention and Visitors Bureaus in 1998. He was recognized for his many contributions and achievements in the hospitality industry. In June 1998, *Meeting News* named him one of the 25 most influential people in the meetings industry.

In 2000 the New York Society of Association Executives presented Evans with the Joel Dolci, CAE "Inspiration of Excellence Award".

Upon retiring from PCMA in April 2000, Evans assumed the position as Chairman of the Aristotle Institute, which he held until December 2002. He continues to be a Principal in the Augusta Groups, a hospitality industry advisory group based in Dallas, TX. In February 2007, Roy joined Peter Shure's Meeting Mentor magazine as Associate Publisher.

Roy resides in Vestavia Hills, Alabama.