



## **Running Efficiently Helps Anchorage Convention and Visitors Bureau Get More Heads in Beds**

For Ed Rutledge and his colleagues at the Anchorage Convention and Visitors Bureau, the name of the game is getting more heads in beds. For every tourist or conventioner who spends a night in an Anchorage hotel, the bureau receives vital funding. "The economic impact of conventions and tourism is huge," says Rutledge, Controller. The bureau was recently rewarded for their effectiveness when the citizens of Anchorage voted to support the building of a new convention center. "We're booking 2011 conventions like crazy right now, and that's pretty exciting," adds Rutledge.

Operating efficiently is also a primary concern. Says Rutledge of the productivity gains his team realizes, "the amount of work we can do with two and a half people in the accounting office is phenomenal. Without the time-savings and productivity features the Microsoft Dynamics GP system provides, I'd probably need two or three times as many people."

Rutledge cites the Budgeting Wizard which easily imports Excel budget files into the system, SmartLists that provide easy access to information throughout the system, and the flexible payroll functionality as top Microsoft Dynamics GP benefits. "I've used other software designed for non-profit organizations throughout my career. Microsoft Dynamics GP is better. The interface is very intuitive—the menus make so much sense because they're organized like they way I work."

Even a veteran of Microsoft Dynamics GP and non-profit accounting can benefit from refresher courses once in a while. "Arctic IT is great about providing user groups and training sessions on a regular basis. I faithfully attend December user group because I always get great tips on how to close out our year smoothly." Rutledge also appreciates the great service he receives from Arctic IT year-round. "As big as Alaska is, it's really a small town in many ways. It's nice to know Arctic IT is here and that I can rely on them locally."

The Anchorage Convention and Visitors Bureau ([www.anchorage.net](http://www.anchorage.net)) is a non-profit organization committed to bringing visitors to Anchorage and Alaska. A client of Arctic Information Technology, they have used Microsoft Dynamics GP for several years.