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**TRAVEL SHOWS RETURN:  
 SUNBELT AG EXPO,  
 BRIDAL EVENT ADDED TO  
 MARKETING SCHEDULE**

With the easing of the COVID-19 guidelines, travel shows have returned to AMLA’s marketing efforts with the addition of the Sunbelt AG Expo in Moultrie, Georgia, on October 19-21, 2021.

Billed as “North America’s Premier Farm Show,” the event will feature more than 1,200 exhibitors in a 100-acre exhibit area and 300 seminars over three days.

“With the growth in Agritourism, we felt this would be a strong family event to showcase North Alabama’s destinations”, said AMLA President/CEO Tami Reist.

North Alabama’s Stunning Wedding Venues booklet will be forefront at the Celebrations Bridal Event set for August 1, 2021 at the VBC North Hall in Huntsville.

AMLA members who would like to volunteer to work with AMLA staff at either event are invited to contact Vice President of Operations and Marketing Angie Pierce to register.

Angie may be contacted via email at [angie@northalabama.org](mailto:angie@northalabama.org), or by telephone at 256-350-3500 or 800-648-5381.

**ECONOMIC IMPACT**

**PANDEMIC PAUSES TOURISM INDUSTRY GROWTH IN REGION**

The Covid-19 Pandemic of 2020 put a pause to the dramatic ten year growth of the tourism and travel industry in North Alabama. According to the recently released “Alabama Tourism Industry Economic Impact” study conducted by the Alabama Tourism Department, tourists spending in North Alabama in 2020 had a \$2.6 billion impact on the region, down from 2019’s record high of \$3.2 billion.

“The pandemic was heart-breaking for families across America and that’s why our thoughts and prayers were for our communities first. But, yes, the pandemic basically set the North Alabama tourism industry back three years,” said Tami Reist, Alabama Mountain Lakes Association (AMLA) President/CEO.

In 2017, visitors spent \$2.6 billion in the 16 counties of the region (a 7% growth over 2016 figures). A record setting pace for 2018 and 2019 followed, with \$2.92 billion achieved in 2018 (8.5% growth) and a \$3.2 billion impact in 2019 (7.8% growth).

“AMLA and our tourism partners did adapt well to the changing situation, first by creating a ‘Clean Pledge’ program so travelers could rest assured that all procedures were being taken to thoroughly clean facilities at accommodations and destinations to prevent the spread of the virus. And, we shifted to marketing the region’s trails, waterfalls, and outdoor recreation facilities to comply with social distancing guidelines,” Reist said.

While tourism dollars spent in Alabama dropped 20% compared to the previous year, the nationwide average was a drop of 42%, according to Travel Economics. Also, campgrounds and RV parks recorded record bookings during 2020 and six North Alabama counties actually recorded increases in tourist spending over the previous year, said Reist.

Counties reflecting growth in 2020 were Blount (0.9%), Cherokee (11.7%), Colbert (3.7%), Franklin (14.9%), Lawrence (32.5%), and Winston (38.1%).

In another key segment, the state study showed some 31,130 residents in the region are employed directly and in-directly in the tourism industry, a -17.3% drop from 2020’s 37,644 employment figure.

Tourism jobs are created in direct response to services demanded by travelers in the state. The biggest beneficiaries of travel-related employment in 2020 were eating and drinking establishments. This sector accounted for 54% of all the travel-related jobs created in the state. Other industries that benefited strongly were lodging facilities and entertainment.

A breakdown of percentage of employment by segment shows:

20% Lodging Facilities	54% Eating and Drinking Establishments
7% General Retail	12% Entertainment
3% Public Transportation	4% Auto Transportation

The job creation process, however, does not end with direct employment. Each job created by travel provided income for those employed in the above sub-sectors of the economy. This income generated expenditures, which in turn, created additional demand for goods and services and thus, more jobs in the state. This indirect job creation is known as the multiplier effect or economic impact.

An economic impact analysis using a model developed by Montgomery economist Dr. Keivan Deravi said that every \$119,842 in travel industry spending creates one direct job in Alabama.

[ A NOTE FROM TAMI ]

# Harvest Host - Boost Your Attendance With Just a RV Parking Spot

We've joined and so should you. As a RVer, I'm always on the lookout for unique places to see and comfortable places to stay. During my research, I discovered an absolute gem of an organization that can have a tremendous impact on your destination for very little investment.

Harvest Hosts is a membership program that provides access to a network of wineries, farms, breweries, golf courses, museums and other unique attractions that invite self-contained RVers to visit and stay overnight.

For a small yearly membership fee, Harvest Hosts members can visit and stay at any of their 2363+ stunning locations without a camping fee, in return for supporting the local businesses that they visit. They connect RVers with the hidden destinations of Real America, where they find unique experiences and make lasting memories with family and friends.

What is required of you as a Host? Basically, you provide two locations where an RV can park and stay overnight with no fee. No services are required. Harvest Host member vehicles are required to be self-contained. You do not need to provide electricity, water, sewage dump, or wi-fi. If you have any of those, that is a great bonus, but they are not required.

Harvest Host asks their members to limit their stay to one day. You are more than welcome to extend an invitation for them to stay longer, but that is your choice.

Each Host site is given their own page on the organization's website and members access this through the membership portal. You can add pictures, video, and any information you want to tell their members about your business. It also includes links to your website and Facebook page. You can edit much of the information using your Host login to ensure accuracy of hours, products, and parking instructions. Every time a member looks up your state or province, your Host page pops so the members can learn more about you.

AMLA has already signed-up as a Host destination. You may view our page at: [harvesthosts.com/rv-camping/attractions-in-north-alabama-for-rvers](http://harvesthosts.com/rv-camping/attractions-in-north-alabama-for-rvers).

In today's times of tight marketing budgets, I would strongly encourage each of our members to look into becoming a host site for the Harvest Host organization. All the information may be found on their website at [harvesthosts.com](http://harvesthosts.com).



**Tami Reist**  
**President & CEO**  
**Alabama Mountain Lakes**  
**Tourist Association**

*Tami Reist*

Tami Reist  
President & CEO

*"Alone we can do so little, together we can do so much." -- Helen Keller*



*North Alabama's web page on Harvest Host created by AMLA.*

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Tourist Association  
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P.O. Box 2537  
Decatur, AL 35602  
256-350-3500/ 800-648-5381  
Fax: 256-350-3519  
[www.northalabama.org](http://www.northalabama.org)  
[www.aml4tourism.com](http://www.aml4tourism.com)

## EXECUTIVE COMMITTEE

Katy Norton - Chair  
Jennifer Moore - Incoming Chair  
Danielle Gibson - Secretary  
Sandy Thompson - Treasurer  
Hugh Stump - Past Chair

## Executive Committee Members

Chad Davis, Donny Wilson,  
Sarah Stahl, Craig Johnston

## COMMITTEE CHAIRS

Thereasa Hulgan, Alabama Bass Trail

## STAFF

### President/CEO

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### Program Coordinator of Alabama Bass Trail

Justin Graves

[Justin@alabamabasstrail.org](mailto:Justin@alabamabasstrail.org)

## AFFILIATE GROUPS:

Southeast Tourism Society,  
Southeastern Outdoor Press Association,  
Alabama Destination Marketing Organization,  
Alabama Hospitality Association,  
Alabama Travel Council,  
Appalachian Regional Commission,  
US Travel Assn., National Tour Assn.,  
Professional Outdoor Media Association,  
American Assn. of Retirement Communities,  
Leave No Trace

## NORTH ALABAMA COUNTIES

### SERVED BY AMLA:

Blount, Cherokee, Colbert, Cullman, DeKalb,  
Etowah, Franklin, Jackson,  
Lauderdale, Lawrence, Limestone, Madison,  
Marion, Marshall, Morgan, Winston

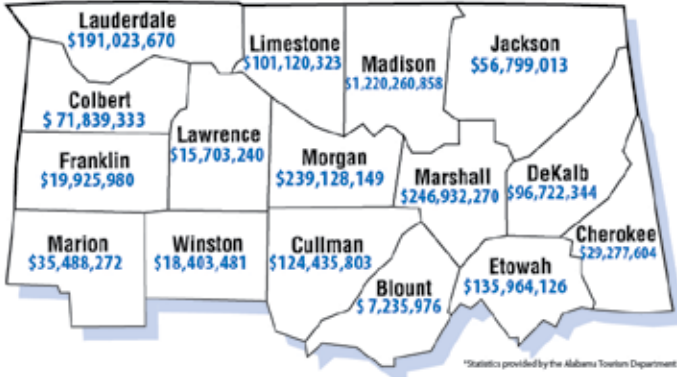
# 2020 BY THE NUMBERS

## NORTH ALABAMA TOURISM IMPACT

As Indicated by the 16-County Region's Total Tourist Expenditures

# \$2.6 BILLION

County-by-County Tourist Expenditures for 2020 Shown on Regional Map.

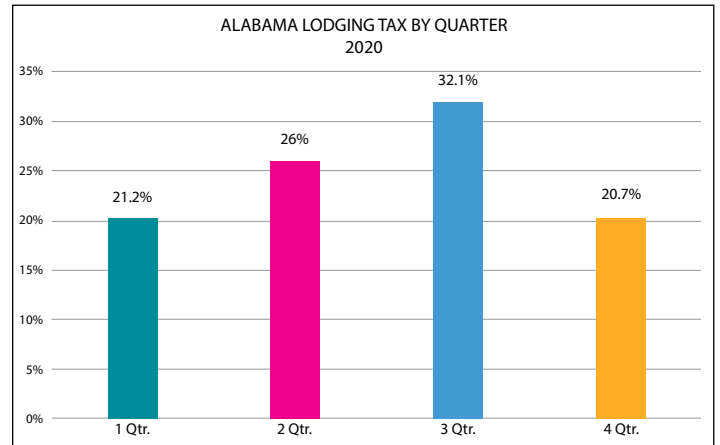
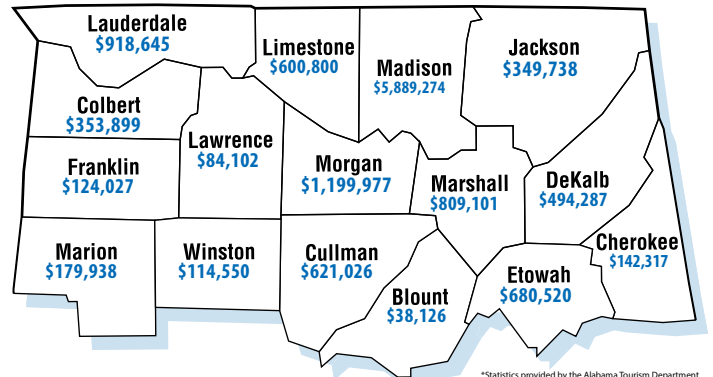


## NORTH ALABAMA TOURISM IMPACT

As Indicated by the 16-County Region's Total Lodging Taxes Collected

# LODGING TAXES \$12,600,327

County-by-County Lodging Taxes Collected for 2020 Shown on Regional Map.



### SEASONAL AND DESIGNATED DEMOGRAPHIC AREA ANALYSES

Quarterly lodging tax collections were used to gain insight into the seasonal travel-related activities in each county and at the state level.

North Alabama Travel-related earnings in 2020

# \$ 813,254,742

(-17.6%)

In 2020, more than

# \$800 Million

of state and local tax revenue were generated by tourism and travel activities.

Based on primary and secondary, more than

# 22.5 million

people visited Alabama in 2020.

Tourism related tax revenue saves households

# \$427

in annual taxes they would have to have paid to maintain current service levels.

\*Economic Impact Alabama Travel Industry 2020 Alabama Travel Department

# REGION'S TOURISM ELITE

## PROFESSIONALS IN NORTH ALABAMA RECOGNIZED DURING TOURISM WEEK

Twenty-three individuals from across North Alabama have been named a North Alabama Elite Tourism Professional, a program of the Alabama Mountain Lakes Tourist Association (AMLA) where tourism employees demonstrating outstanding customer service and hospitality in the 16-county North Alabama region are recognized in celebration of National Travel and Tourism Week.

The following 23 individuals have each been named a North Alabama Elite Tourism Professional for their contributions to the tourism industry. Each recipient was presented with a Wal-Mart gift card.

### Blount County

- Bridgette Grace, Rickwood Caverns

### Colbert County

- Susann Hamlin, Colbert County Tourism Bureau
- LaQuita Logan, the Red Clay Table

### Cullman County

- Gary Wiggins and Josh Wiggins, Johnny's Bar-B-Q

### DeKalb County

- John Dersham, DeKalb Tourism

### Etowah County

- Tom Banks, Gadsden Cultural Arts Foundation
- Hugh Stump, Greater Gadsden Area Tourism

### Franklin County

- Kim & Tim Horton, Willow Oak Lodge

### Jackson County

- Amber Huston, Unclaimed Baggage Center

### Lauderdale County

- Dr. Carrie Barske Crawford, Muscle Shoals Heritage Area
- Clent Freeman, Dog's Biker Heaven

### Limestone County

- Bethany Shockney, Limestone County Economic Development
- Bob Kumar, Best Western Inn (Athens)

### Madison County

- Pritee Patel, LaQuinta Inn and Suites (Madison)
- Melanie Manson, Land Trust of North Alabama

### Marion County

- Jennifer Richeson, Motel 6 (Hamilton)

### Marshall County

- Sone Kornegay, Lake Guntersville State Lodge
- Haley Rutland, Marshall County Tourism and Sports

### Morgan County

- Robby Cantrell, NARCOG
- Melinda Jones, Second Read Books

May was National Tourism Month, and the North Alabama Elite Tourism Professional recognition is part of National Travel and Tourism Week (NTTW), an annual celebration of the contributions and accomplishments of the U.S. travel industry. NTTW was created by Congress in 1983 to underscore the economic power of travel in the U.S.

"2020 was a challenging and difficult year for the tourism and travel industry and as I pause to reflect on where we have been and where we are today, I am in awe of each and every one of these tourism professional's ingenuity, their tenacity, their resilience and their ability to adapt during this crisis," said

AMLA President and CEO Tami Reist. "The COVID-19 pandemic may have taken their livelihoods, but not their spirit, and I know because of these individuals, the North Alabama tourism and travel industry will emerge stronger than before."



Tom Banks - Executive Director  
Gadsden Cultural Arts Foundation



Hugh Stump - Executive Director  
Greater Gadsden Area Tourism



Dr. Carrie Crawford - Executive Director  
Muscle Shoals Heritage Area



Kim Horton  
Willow Oak Lodge, Spruce Pine, Ala.



Robby Cantrell - Executive Director  
North Central Alabama Regional Council  
of Governments



Haley Rutland  
Marshall County Tourism and Sports

# GOOD PRESS

## REGIONAL DESTINATIONS FEATURED FOR RVers, OUTDOOR DESTINATION SIGHTSEERS

North Alabama's outdoor destinations were the focus of two media articles this spring.

Travel Awaits, a web-based media site with an international audience, serves travelers 50-years-old and up. Their mission statement is "... to inspire you to explore new destinations, discover new experiences and savor the journey. Our goal, to share the world's unique, hidden and once in a lifetime locations with you to create unforgettable memories."

A recent article by expert contributor Joe Cuhaj, featured Four Incredible Scenic National Parks to Explore in Alabama. Destinations included in the story included Little River Canyon National Preserve, Russell Cave National Monument near Bridgeport, Natchez Trace Parkway and the Natchez Trace National Scenic Trail, both through Lauderdale and Colbert Counties.

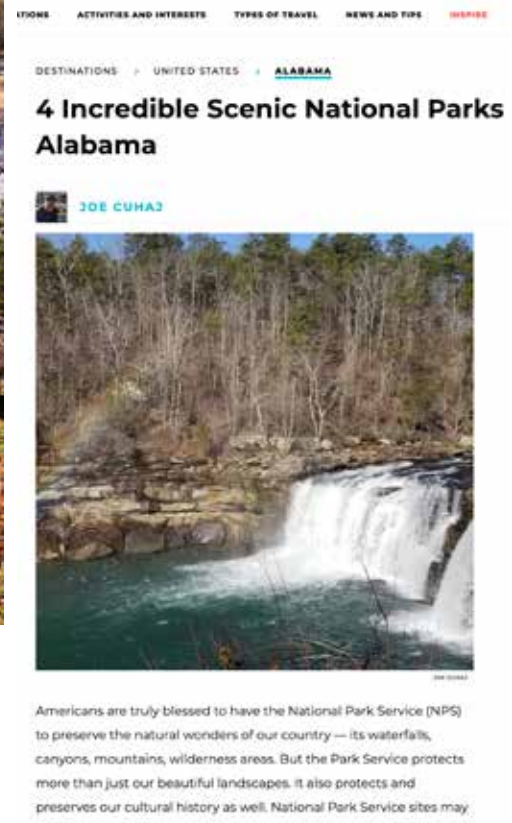
The June issue of Alabama Living magazine turned its camera to North Alabama's waterfalls.

The award-winning Alabama Living is the official statewide publication of the electric cooperatives in Alabama and the largest magazine of its type in the state, reaching some 400,000 electric cooperative consumers.



Five North Alabama waterfalls were featured in the article, Little River, Nocalula Falls, DeSoto Falls, Dismals Canyon Rainbow Falls, and Mardis Mill Falls. Other Alabama sites mentioned were Moss Rock Preserve and Falls near Hoover City, and Chewacla State Park near Auburn.

Requests for North Alabama's Waterfalls Trail brochure have been coming in by



the hundreds, according to AMLA Visitor Services Rep Randy Paul Stepleton.



### New Wedding Display Produced

AMLA has developed a new exhibit backdrop to help promote North Alabama's stunning wedding venues at upcoming bridal and women's travel shows. The 9'x8' display will make its debut at the upcoming Celebration Bridal Event in Huntsville at the Von Braun Center on August 1.

## COLLIER, WILLIAMS JOIN AMLA STAFF AS MEMBER SERVICES REPRESENTATIVES

Mickie Collier and Blake Williams have joined the Alabama Mountain Lakes Association as our new Member Services Representatives.

"Mickie and Blake will be valuable assets for the association and our members as they are both knowledgeable about the tourism industry and both have a helpful spirit," said AMLA President/CEO Tami Reist.

The duo began their duties within the previous two months. They replace longtime associates Owen Chapman and Jerry Yarbrough.



Collier



Williams



## NOMINATION FORM

**Deadline for entry into the 2021 Alabama Mountain Lakes PEAK Awards is Monday, August 2, 2021.**

There will be nine awards presented at the AMLA Annual Meeting on September 23, 2021.

### PEAK AWARD CATEGORIES

• **ORGANIZATION OF THE YEAR**

This award will be given to the AMLA member organization that has contributed significantly to the betterment and development of tourism in North Alabama in the past year. (2020 recipient was Land Trust of North Alabama.)

• **EVENT OF THE YEAR**

This award will go to the AMLA member special event/festival that has made a great contribution to tourism in the past year. (2020 recipient was Apollo 50th Anniversary Celebration in Huntsville.)

• **ATTRACTION OF THE YEAR**

This award will go to the AMLA member attraction that has made a great contribution to tourism in the past year. (2020 recipient was Cook Museum of Natural Science, Decatur.)

• **“GOOD NEIGHBOR AWARD”  
FRIEND OF TOURISM AWARD**

This award will go to a person or organization whose body of work has had a significant impact on tourism in the past year. (2020 recipient was Philip Formby, Sand Mountain Park and Amphitheatre.)

• **CHAIRMAN'S CUP**

Given annually to a travel writer or media person who has demonstrated long-standing support of AMLA, the region and its tourism activities. (2020 recipient was Fred Hunter, Absolutely Alabama.)

• **NORTHERN STAR AWARD**

History tells us that tourism really began by the navigation of the of the stars; therefore, those who work as rangers, guides and front line people and who have gone “above and beyond” expectations

are to be nominated for this award. (2020 recipient was Haley Newton, Joe Wheeler State Park.)

• **YOUNG PROFESSIONAL OF THE YEAR  
“Green Apple Award”**

Awarded to a young person who has been in the tourism business less than seven years and has exhibited extraordinary leadership skills and initiative associated with his/her position. (2020 recipient was MaryAnne Floyd, Decatur Morgan County Tourism.)

• **LASTING IMPRESSION AWARD**

This award will go to an attraction, event, person, or organization that has provided a “lasting impression” on tourists thereby improving the overall image of tourism in North Alabama. (2020 recipient was Scotty Kennedy, Red Bay Museum.)

• **TOURISM PROFESSIONAL OF THE YEAR**

This award will go to an individual or employee of an AMLA member organization who has made a great contribution to tourism in the past year. (2020 recipient was Pete Doyle, Huntsville Holiday Inn Research Park.)

**DEADLINE:** All entries must be received by August 2, 2021.  
**MAIL OR FAX NOMINATION FORMS TO:**  
 Tourism Awards Committee  
 Alabama Mountain Lakes Tourist Association  
 P.O. Box 2537, Decatur, AL 35602  
 Fax: (256) 350-3519

### 2021 PEAK AWARDS NOMINATION FORM -- DEADLINE IS MONDAY, AUGUST 2, 2021

Please nominate only one person or organization per category. Entrants may not nominate themselves or their organizations.

Award Category: \_\_\_\_\_

Nominee Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

Business Affiliation (if any): \_\_\_\_\_

Person Submitting Nomination: \_\_\_\_\_

Your Business Affiliation: \_\_\_\_\_

Your Address: \_\_\_\_\_

Your Telephone #: \_\_\_\_\_

Please attach a brief statement explaining why this nominee is deserving of the award.



# AROUND THE REGION

## LITTLE RIVER CANYON REACHES RECORD HIGH VISITATION IN 2020

According to the National Park Service, 2020 was a record high year for visitation at Little River Canyon National Preserve. Little River Canyon recorded 802,375 visitors for the year. By comparison, 2019 brought 649,986 visitors to the park.

January: Up 6.53%	July: Up 25.64%
February: Up 25.87%	August: Up 38.26%
March: Up 19.78%	September: Up 16.14%
April: Down 0.30%	October: Up 67.47%
May: Up 22.61%	November: Up 79.03%
June: Up 11.17%	December: Down 16.50%

The trend has continued for the month of January 2021, with the park seeing an increase in visitation by 44.09%, and February is on track to exceed 2020 visitation as well. Many visitors in the Spring and Summer of 2020 experienced frustrations of limited parking availability at the Little River Falls and Blue Hole parking lots. These areas are extremely popular with visitors coming to recreate in and around the river. Park staff were seeing an average of 2,500 visitors every Saturday and Sunday vying for the 174 parking spaces at Little River Falls and Blue Hole.

As 2021 visitation is already trending higher than 2021, the National Park Service would like to give potential visitors the

following tips and reminders to make their visit to Little River Canyon as enjoyable and safe as possible.

### PARKING

The Little River Falls parking lot is usually full by 10:00 AM (CST), so those who would like to enjoy the view of Little River Falls or would like to hike the trail to Little Falls (aka: “Martha’s Falls” and “Hippie Hole”) should plan to arrive early.

The parking areas at the overlooks along the Little River Canyon Rim Parkway / AL Highway 176 are 30-minute parking only, and parking at Blue Hole is only for visitors to that location.

### HAVE A BACK-UP PLAN

Parking areas will have National Park Service staff and volunteers conducting parking control to help visitors in parking quickly and safely. Park staff reopen lots after 10 vehicles leave to ensure that an appropriate amount of spaces are available and vehicles are not parked illegally. Should your favorite area at Little River Canyon National Preserve not be available due to a full parking lot, please have a back-up plan in mind. Little River Canyon offers numerous recreational opportunities, many of which you can find on our website at [nps.gov/liri](http://nps.gov/liri).

Other opportunities can be found within a relatively short drive of Little River Canyon National Preserve, to include DeSoto State Park, Buck’s Pocket State Park, Lake Guntersville State Park, and Weiss Lake in Alabama.



## ‘SNEAK PEEK’ TOURS OF NEW ALABAMA VETERANS MUSEUM & ARCHIVES HELD IN ATHENS

The Alabama Veterans Museum & Archives in Athens offered “Sneak Peek” tours of their new facility during Memorial Day program on May 31, 2021.

The program featured MG Robert A. Rasch Jr., Program Executive Officer, Program Executive Office, Missiles and Space, as their guest speaker.

The museum also honored the fallen Veterans since last Memorial Day.

The event was held in their new location (former Limestone Co. Event Center, across the parking lot from old museum) at 114 Pryor St W, Athens, AL 35611.

Although all of our displays are not complete, the museum was open for “sneak peek” tours, said Director Sandy Thompson.

The grand opening of the new Alabama Veterans Museum & Archives is scheduled for July 3, 2021.

## MARSHALL COUNTY CVB LAUNCHES NEW BRAND, CHANGES NAME

The top adjectives used to describe Marshall County tourism are fishing, lake, scenic, firefly and beautiful, according to a recent survey conducted by The Marshall County Convention and Visitors Bureau.

The same survey found Lake Guntersville to be the top asset tourists found “most interesting or appealing” that made them want to visit Marshall County. Combined with a growing anticipation for the future of sports at the new Sand Mountain Park and Amphitheater, the CVB has decided to rebrand and re-strategize in order to draw in

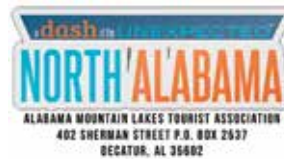


more visitors by featuring the county’s hottest attractions.

The Marshall County Convention and Visitors Bureau launched a new brand Feb. 25, changing its organization name to Marshall County Tourism and Sports.

The new organization name and brand, created by ChandlerThinks, a community marketing company, was the result of the survey and research conducted in 2019 that confirmed Lake Guntersville as the most recognized attraction among visitors, driving

*Continues on next page*



The information in this newsletter is gathered in such a way to ensure maximum accuracy. Alabama Mountain Lakes Tourist Association cannot and does not guarantee the accuracy of all information furnished to it, nor the complete absence of errors and omissions; hence no responsibility for the same can be, nor is, assumed.

[ AROUND THE REGION ]

## AROUND THE REGION

Continued from previous page

thousands to the county each year. Changing the name of the organization also placed a focus on future growth in sports tourism with the development of Sand Mountain Park and Amphitheater, Marshall County's newest 130-acre multi-sports complex.

"We are blessed in Marshall County to have Alabama's great natural attraction – Lake Guntersville," Katy Norton said. "The 69,000-acre waterway is the catalyst for much of our tourist activity, bringing individuals and families for fishing, camping, hiking and water sports. Our new brand improves visibility for our county as visitors search for and plan vacations."

The development of Sand Mountain Park in Albertville and the expansion of sports facilities in Guntersville and Boaz, created a need for a split approach to marketing the county, Norton explained.

"With the addition of Sand Mountain Park, our county has instantly become a destination for sports enthusiasts, drawing travel sports teams and even colleges from across the country," she said. "Our new name simplifies who we are and speaks to our support of this growing market."

## TENNESSEE RIVERLINE AND SINGING RIVER TRAIL ANNOUNCE COLLABORATIVE PARTNERSHIP

Decatur Morgan County Tourism announced a historic collaborative partnership between Tennessee RiverLine and the Singing River Trail in early May.

Their collaboration is initiated with the award of a Tennessee RiverLine Community Impact Grant to the trail. The grant will support the extension of the Singing River Trail's master plan from Decatur to The Shoals, two communities representing six cities and counties enrolled in the Tennessee RiverLine's Tennessee RiverTowns Program.

"We are excited to announce and celebrate a historic partnership between the Tennessee RiverLine and the Singing River Trail. These two regional initiatives are aligned in their ambition to connect diverse Alabama communities and the Tennessee River with complementary trail systems that will catalyze economic development, enhance public health, provide equitable access to outdoor recreation and showcase the region's natural and cultural heritage," said Brad Collett, Tennessee RiverLine director.



### Tourism Veteran Stanfield Retires

Alison Stanfield (center), Director of Operations for Florence-Lauderdale Tourism, was honored with a retirement party on March 31. Stanfield is a 26 year veteran of the tourism and travel industry. Shown extending their well wishes at the event on behalf of AMLA are Visitor Services Rep Randy Paul Stepleton (left) and VP of Operations and Marketing Angie Pierce.

## WELCOME NEW MEMBERS JANUARY - MARCH 2021

Palomino RV Resort at Burrow  
Hamilton Farm, Cullman  
Sullivan Creek Ranch, Vinemont  
River Ridge Retreat, Guntersville  
Isom's Orchard, Athens  
Bradford Farm and Venue, Town Creek  
Cappy's Boats, Cullman  
ThereGoesConnie.com, Hartselle  
106 Jefferson, Curio by Hilton, Huntsville  
Alabama Vacation Home Rentals  
Mentone Vacation Rentals, Mentone  
Boneyard Farm, Courtland  
Gentry's Produce, Hamilton  
Lang's Sporting Goods, Decatur  
Cornutt Farms, LLC, Boaz  
Harbor View Winery, Guntersville  
Apple Lane, Decatur  
Dogwood and Magnolia Bakery, Mooresville

**Thank You Reinstated Members**  
**Total Members 553**

## UPCOMING EVENTS

### AMLA SOCIAL MEDIA NETWORKING

- **August 24, 10am**  
Zoom Meeting  
Maryanne Floyd  
How to Begin an Ambassador Program

### AMLA BOARD/MEMBERSHIP MEETING

- **July 27, 2021**  
AMLA Board & Membership Meeting  
The Charm at Burns Bluff  
Albertville, AL

### AMLA TRAVEL SHOWS

- **Tennessee Valley Hunting & Fishing Expo**  
July 9-11, 2021  
Huntsville, AL
- **Atlanta Travel and Adventure Show**  
October 16-17, 2021  
Atlanta, GA
- **Celebrations Bridal Event**  
Sunday, August 1, 2021  
Huntsville AL
- **Sunbelt AG Expo**  
October 19-21, 2021  
Moultrie, GA