

Tourism News

A NEWSLETTER FOR THE NORTH ALABAMA TRAVEL & TOURISM INDUSTRY

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[1st Quarter, 2024-2025]

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NORTH ALABAMA FILM COMMISSION UPDATE

In recent months, the North Alabama Film Commission (NAFC) has ramped up its efforts to establish North Alabama as a premier filming destination, leveraging its unique landscapes and fostering local partnerships.

Several productions are slated to film in North Alabama, including projects needing local sites such as farmhouses, churches, and murals. Key collaborations include a gospel video shoot at Shady Grove Methodist Church on the Hallelujah Trail, and a recruitment commercial for Submarine Builders utilizing Huntsville murals.

NAFC promoted North Alabama at major industry events, from the Alabama Association of Regional Councils in Huntsville to the Rocket City Short Film Festival, which showcased over 70 short films. Additionally, NAFC will sponsor the Swamp-a-thon 2.0 telethon on Nov. 23, bringing live music and unique auction experiences to Muscle Shoals, furthering regional cultural visibility.

NAFC welcomed Nancy Noever of the U.S. Space & Rocket Center to its board, joining a team committed to advancing North Alabama's film industry growth.

Visit northalabamafilm.org for more information.

RECOGNIZING THE BEST IN NORTH ALABAMA TOURISM

AMLA ANNOUNCES PEAK AWARD WINNERS

Nearly 150 tourism professionals from across the region attended the 60th Annual Meeting of the Alabama Mountain Lakes Tourist Association (AMLA) at the Jackson Center in Huntsville on September 26. The theme for the event was “Soaring to New Heights” to celebrate AMLA’s 60th Anniversary and to showcase the far reaching marketing programs AMLA has planned for the coming fiscal year.

“The PEAK Awards celebrate the outstanding work of the communities, businesses, organizations and individuals who help drive the success of the North Alabama tourism industry, which is a critical economic engine for the 16-county region, generating \$4.7 billion in economic impact,” said Tami Reist, AMLA President/CEO. “Whether they are operating on the frontlines or from behind the scenes, these award recipients have done an exemplary job in delivering an exceptional visitor experience and have worked tirelessly to make North Alabama a place that people from all over choose to visit.”

Along with the 2023-2024 Year In Review and the 2024-2025 Program of Work presentations, three informative seminars were held during the day.

THE SCOTTSBORO BOYS MUSEUM NAMED NORTH ALABAMA'S ATTRACTION OF THE YEAR



When news of the Scottsboro Boys trial hit mainstream media, and places far and wide across the globe became aware of what was happening, it spread like wildfire and became one of the catalysts of the Civil Rights Movement. Many years later, Sheila Washington, a Scottsboro native, was passionately determined to help find justice for the Scottsboro Boys and was instrumental in their exoneration that took place decades after the trials.

After years of dedication, Washington founded the Scottsboro Boys Museum in Scottsboro, now a stop on the U.S. Civil Rights Trail which spans 15 southern states.

Upon its first opening, the museum was not curated with polished exhibits, but a design was soon drafted and initiated. Washington’s untimely death, followed by the pandemic, delayed the finalization of the museum design concept, but in November 2022 the Scottsboro Boys Museum reopened. Within their first year they welcomed 3,000 visitors from around the globe: 31 states and 14 countries. Dr. Tom Reidy worked closely with Washington on the design of the museum and is credited with writing the content for its exhibits. Upon her passing, Dr. Reidy stepped in to serve as the executive director of the museum and worked alongside the board of directors to finish the project.

HONORING LEGACY: THE STORY BEHIND NORTH ALABAMA'S PATRIOT TRAIL

I recently attended the Alabama-Mississippi Rural Tourism Conference, where Valerie Luesse from Southern Living Magazine shared insights on storytelling with a focus on the "Why Here?" "Why Now?" and "Cost" of our projects. Reflecting on her words, I wanted to share the story behind our North Alabama Patriot Trail.

Why Here?

The idea for the Patriot Trail began with a suggestion from Mayor Sam Heflin of Priceville. He proposed a Veterans Trail to honor our patriots. Though I wondered about its impact on tourism, the significance of this project became clear. We're building this trail at no cost to the locations, showing our commitment to honoring the legacy of our veterans.

Why Now?

We've seen a growing disconnect between younger generations and those who served. During recent visits in local schools, we've sparked students' curiosity about our patriots, inspiring them to show appreciation. The true "cost" of this project is in fostering understanding in the next generation.

The Impact

Our Patriot Trail brochure has quickly become a popular marketing piece. Recently, a vendor at an Alabama County Commissioners meeting requested 1,000 brochures to bring motorcycle veterans to North Alabama. What began as a small initiative is spreading pride and gratitude across our region.

For more on the Patriot Trail, visit www.northalabama.org/places-to-visit/trails/patriot-trail/. Thank you for your support in honoring our patriots.



Tami Reist

Tami Reist

Tami Reist

President & CEO

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

MESSAGE FROM THE CHAIR

Dear Members,

As we advance our mission to highlight North Alabama's rich heritage and distinctive stories, I am continually inspired by the commitment of our members and partners. Through new trails, festivals, events, and collaborations, we're not only showcasing what makes North Alabama special but also creating lasting connections between our communities and those who visit.

Each project, whether large or small, builds upon our vision for a region that proudly celebrates its history, natural beauty, and the incredible people who call it home. Together, we're fostering appreciation for our area's past while paving the way for a dynamic and thriving future. Your ongoing support is the foundation that makes all of this possible, allowing us to extend our impact and ensure North Alabama remains a remarkable place to visit and cherish.

Danielle Gibson

Danielle Gibson, AMLA Chair



Danielle Gibson

Alabama Mountain Lakes

Tourist Association

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EXECUTIVE COMMITTEE

Danielle Gibson - Chair

Chad Davis - Incoming Chair

Teresa White Taylor - Secretary

Jerry Evans - Treasurer

Jennifer Moore - Past Chair

Executive Committee Members

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Joy Perry, John Dersham

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Angie Pierce - Angie@northalabama.org

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Coordinator

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Community Engagement Coordinator

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Jon Simpson - Jon@alabamabasstrail.org

Assistant Tournament Director of Alabama Bass Trail

Daniel Montgomery - Daniel@alabamabasstrail.org

Media & Communications Director

Angela Cross - Angela@alabamabasstrail.org

AFFILIATE GROUPS:

Southeast Tourism Society, AGLOW, Professional Outdoor Media Association, Alabama Destination Marketing Organization, Alabama Hospitality Association, Alabama Travel Council,

Appalachian Regional Commission,

US Travel Assn., National Tour Assn.,

American Assn. of Retirement Communities,

Leave No Trace, Harvest Host,

Tennessee River Valley Council

NORTH ALABAMA COUNTIES

SERVED BY AMLA:

Blount, Cherokee, Colbert, Cullman, DeKalb, Etowah,

Franklin, Jackson, Lauderdale, Lawrence, Limestone,

Madison, Marion, Marshall, Morgan, Winston

LANGLEY AND SENTELL HONORED WITH PRESIDENT'S AWARD



Gil Langley served as AMLA's executive director from 1978 to 1982. Soon after arriving in 1978, he met with county commission delegates in the AMLA 16 county region to develop a concept of revenue sharing derived from a one-percent lodging tax on hotels and motels. The bill was sponsored by Rep. Lynn Greer of Rogersville, and the resulting legislation divided the tax by distributing half the funds among each county commission within the region for tourism development, with the remaining half allocated as the funding base for AMLA. Gov. George Wallace signed the legislation in 1978. Taking control of a virtually insolvent association with no staff, he sparked an extraordinary resurgence, including a budget increase from \$40,000 to more than \$300,000 and

a 350% increase in membership. Through the legislative affairs program he established, the association received dedicated state funding for the first time in its history. He is currently the President and CEO of the Amelia Island Convention and Visitors Bureau, a role he has held since 2007.

Lee Sentell was appointed by Governor Kay Ivey to his fourth term as director of the Alabama Tourism Department, a position held since 2003. During his tenure, he has overseen tourism revenue growth in the state from \$6 billion in 2003 to \$23.5 billion in 2023, making Alabama's tourism growth one of the highest in the Southeast. The department under his leadership has pioneered yearly campaigns spotlighting such diverse themes as small towns, the arts, barbecue, natural wonders and birding, all which have had a significant impact on the North Alabama tourism industry. Prior to serving as the state tourism director, he was the first director of marketing at the U.S. Space and Rocket Center in Huntsville and recruited the first 100,000 students to Space Camp and the director of marketing for the Huntsville Convention & Visitors Bureau where he also served in various capacities on the AMLA board of directors. He was also the first director of the Decatur Tourism Bureau (operating today as Decatur Morgan County Tourism) after writing for The Decatur Daily for a decade.



BEAR CREEK DEVELOPMENT AUTHORITY NAMED NORTH ALABAMA'S ORGANIZATION OF THE YEAR



In the late 1960s, the Tennessee Valley Authority (TVA) began construction on what is known as the Bear Creek Water Control Project, a system of four lakes and their surrounding woodlands near Russellville, Ala. The project was overseen and is now controlled by the Bear Creek Development Authority (BCDA). Over the years, there have been 15 public use areas developed by the BCDA and today the area offers trophy fishing, boating, sand beaches, group pavilions, designated swimming areas, hunting, developed camping, picnicking and hiking. A 30-mile canoe float stream is located between Upper Bear and Big Bear Reservoirs. The four lakes (Cedar Creek, Little Bear, Upper Bear, and Bear Creek) are rated among some of the cleanest recreational waters in the South. The efforts of BCDA to keep the waters clean, improve the grounds and organize long-term campground rentals have greatly impacted tourism in Franklin County.

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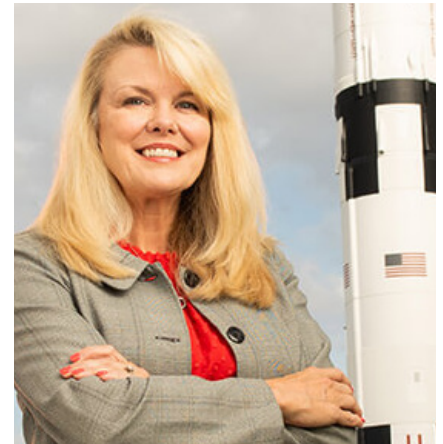
RED BAY FOUNDER'S FEST NAMED NORTH ALABAMA'S EVENT OF THE YEAR



Each year the North Alabama town of Red Bay presents Founder's Fest the last Saturday in September inviting everyone to celebrate the town's rich history with a day of free family fun. The annual event is the city's way of paying homage to its original founders while also celebrating the life of "First Lady of Country Music" Tammy Wynette who spent much of her childhood in Red Bay. City officials, business owners and community leaders all come together, contributing to the event's continued success

DR. KIMBERLY ROBINSON AWARDED NORTH ALABAMA'S TOURISM PROFESSIONAL OF THE YEAR AWARD

Dr. Kimberly Robinson, CEO and executive director of the U.S. Space & Rocket Center, has led the attraction through numerous major capital improvements in the past year. Under Dr. Robinson's leadership, the Space & Rocket Center recently celebrated the completion of the Space Camp Operations Center (SPOC) and the revitalization of Rocket Park's Rocket Row with plans to restore the Pathfinder orbiter. Dr. Robinson's efforts also include the development of a new amphitheater and the Marshall Retirees Association's Space Exploration Honor Wall, honoring over 21,000 local people who have supported space exploration as employees of NASA Marshall Space Flight Center and companies that work with NASA. Another important addition to Rocket Park will be a section of the SLS Core Stage Pathfinder, a mock-up that matches the size, weight and center of gravity of the Space Launch System that is managed by Marshall Space Flight Center.



DAVID YOUNG AWARDED NORTH ALABAMA'S NORTHERN STAR AWARD



The Northern Star Award recognizes David Young for his exceptional dedication and service at Wheeler National Wildlife Refuge. He consistently goes above and beyond in his role, demonstrating an unwavering commitment to preserving the natural beauty and ecological integrity of Wheeler National Wildlife Refuge. His profound knowledge of local flora and fauna, coupled with his passion for environmental education, has made him an invaluable resource for both visitors and the community. His engaging tours and educational programs have inspired countless individuals to develop a deeper appreciation for wildlife conservation.

Beyond his regular duties, Young has taken initiative in numerous conservation projects, including habitat restoration and wildlife protection efforts. His hands-on approach and tireless work ethic have significantly contributed to the refuge's mission and have set a high standard for ranger excellence.

CAMP COURAGE AWARDED NORTH ALABAMA'S LASTING IMPRESSION AWARD

Camp Courage, a Helen Keller Experience is a transformative three-day program held on the grounds of Helen Keller's home for fourth to sixth graders with visual and/or hearing impairments. This inspiring camp, now in its tenth year, boosts confidence, fosters friendships and encourages a bright future through activities like arts and crafts, music, drama and field trips, all centered around Helen Keller's legacy. Free for participants thanks to generous donations, the camp provides meals, accommodations and a supportive environment with the help of the University of North Alabama preservice teachers from the elementary education program and Helen Keller Fellows. Camp Courage is more than just a camp—it is a beacon of hope, showing that adversity, with the right outlook, can indeed be a great blessing, leaving a lasting impression on everyone involved.



GOOD CULTURE AWARDED “GOOD NEIGHBOR” FRIEND OF TOURISM AWARD



Good Culture Inc. is a non-profit organization with a mission to provide short-term financial support to qualified applicants from the hospitality workforce. While times have been tough for many, the hospitality community has been particularly challenged by the pandemic and changes to the workforce. Often, team members in the hospitality industry are living paycheck to paycheck with little or no emergency funds and a minor financial setback creates a crisis which ultimately affects job performance. Since the inception of Good Culture just over three years ago, there have been a variety of hardship grants requested from the North Alabama hospitality workforce. Examples include house fires, homelessness, mounting medical expenses, funeral expenses and unexpected temporary custody after a family suicide.

Since mid-2023 alone, Good Culture has assisted nine North Alabama hospitality workers and their families and issued over \$10,000 in grants.

Good Culture was co-founded in Huntsville, Ala. by Srinath Yedla, President/CEO of Yedla Management Company, and Kimberly Martin, Partner, Bradley Arant Boult Cummings, LLP.

LILLIE BETH WARNER AWARDED NORTH ALABAMA’S YOUNG PROFESSIONAL OF THE YEAR AWARD

Lillie Beth Warner is the former communications director at Decatur Morgan County Tourism where she successfully led high-impact communication campaigns, significantly increasing the organization’s visibility and engagement within the community. “Her ability to think creatively and adapt to new challenges has been instrumental in the organization’s success. She is committed to continuous learning and professional growth, regularly attending industry conferences, completing advanced training programs and participating in professional networks,” said Decatur Morgan County Tourism President and CEO Danielle Gibson. Warner is also deeply involved in the local community, volunteering her time and expertise to support various non-profit organizations and community initiatives.



TRAVELWRITER LISA BATTLES AWARDED CHAIRMAN’S CUP

A journalism graduate of Auburn University, Lisa Battles has been a content strategist, editor and writer for more than 25 years, working in community news, public relations and marketing with a focus on tourism, hospitality and economic development. Currently, Battles curates around 25 travel blog articles monthly for OnlyInYourState.com, a site with over 350 million annual visitors. Her captivating headlines like “I Found a New Favorite Dish At This Chic New Restaurant In A Small Alabama Town,” “Tiny Leighton, Alabama Is A Time Capsule Town That’s Irresistibly Charming And Nostalgic” and “This Little-Known Scenic Spot In Alabama That Comes Alive With Color Come Fall” have significantly boosted visibility and appeal to the rich musical and cultural heritage of the Shoals.



AMY MAYFIELD NAMED NORTH ALABAMA AMBASSADOR OF THE YEAR

A resident of Huntsville for more than 40 years, Amy Mayfield loves exploring and showcasing the best of North Alabama with a dog-friendly spin. From camping and restaurants to events and breweries, she enjoys taking her beloved pet Hector, a five year old English Mastiff, everywhere she can and sharing their adventures with their nearly 14,000 followers on Instagram. So many people want to take their dogs places, so she has made it her mission to help them find the fun. When she’s not out exploring North Alabama with Hector, she works from home for a national non-profit.



STRING OF PEARL LEADERS RECOGNIZED

In addition to the PEAK Awards, six individuals were named a North Alabama “String of Pearls” leader during AMLA’s award ceremony on September 26. The “String of Pearl Leaders” award was created to recognize North Alabama’s cornerstone professionals in the tourism and travel industry. In 1960, Dick Ordway, Decatur Chamber of Commerce Director and one of the visionaries and founders of AMLA said, “Even back then we saw North Alabama had a number of quality destinations laid out across the region next to the Tennessee River like a string of pearls.” His efforts were the cornerstone for the creation of AMLA and his vision is what the “string of pearls” recognition is based on.

This year’s honorees are:

- Sandy Thompson, Alabama Veterans Museum
- Jennifer Moore, Huntsville/Madison County Convention and Visitors Bureau
- Cassie Medley, Franklin County Chamber of Commerce
- Nanda Patel, Gallery at 808
- Teresa White Taylor, Yedla Management Company
- Drew Green, Cullman County Museum (retired)

AMLA INTRODUCES NEW COMMUNITY ENGAGEMENT TEAM

AMLA has introduced new roles and responsibilities within its Community Engagement team, strengthening its dedication to promoting its members and supporting communities across North Alabama. With experienced team members in each county and fresh responsibilities assigned, the AMLA team is well-positioned to enhance local partnerships and regional outreach.

Angie Pierce will serve **Limestone County**. You can reach her at 256-777-0318 or Angie@NorthAlabama.org.

Thereasa Hulan represents **Blount, Cherokee, DeKalb, Etowah, Jackson, Madison, and Marshall counties**. She is available at 256-523-8766 or Thereasa@NorthAlabama.org.

Randa Hovater supports **Colbert and Lauderdale counties**. Contact Randa at 256-616-2207 or Randa@NorthAlabama.org.

Tina Lawler, recently rejoining AMLA, focuses on community engagement across **Franklin, Lawrence, Marion, and Winston counties**. Reach her at 256-810-9034 or Tina@NorthAlabama.org.

Leslee Herrington, expanding her responsibilities within AMLA, now supports Community Engagement and Membership recruitment across **Cullman and Morgan counties**. Leslee can be reached at 256-777-1648 or Leslee@NorthAlabama.org.

With these roles and responsibilities in place, the AMLA Community Engagement team is prepared to serve all sixteen counties under AMLA’s mission to boost tourism and community growth across North Alabama. For more information on AMLA’s work and community partnerships, visit northalabama.org.

ARDMORE WELCOME CENTER OPENS

The Ardmore Welcome Center on I-65 near the Tennessee state line has reopened after nearly two years of renovations, offering travelers a fresh experience as they enter Alabama. The center, originally built in 1976, underwent extensive upgrades to modernize the facility and improve visitor services.



A ribbon-cutting ceremony marked the reopening, attended by state and local officials such as Alabama Tourism Director Lee Sentell and representatives Danny Crawford, Andy Whitt, and Parker Moore, along with Athens and Elkmont mayors. The Alabama Department of Transportation (ALDOT) and local chambers of commerce hosted the event.

The newly upgraded building now features a spacious lobby with ALGO kiosks providing real-time traffic and travel updates. A dedicated tourism lobby offers brochures and interactive kiosks with information about local destinations and events. The restrooms have been expanded to more than double the previous capacity, reducing wait times for travelers and offering family and disability-friendly facilities.

Outdoor enhancements include reorganized parking areas for passenger vehicles, trucks, and buses, while preserving many of the old trees that offer shaded picnic spots. New sidewalks connect the building to picnic pavilions, flagpoles, and a monument park.

The \$14.6 million renovation involved two major projects. Wiregrass Construction handled demolition, site preparation, and parking lot improvements at a cost of \$6.6 million, while Consolidated Construction Company of Alabama built the new main building for nearly \$8 million.

AMLA NEWS AND NEWS AROUND THE REGION

Send your notices on tourism and travel happenings in your area for the quarterly newsletter to Karen@NorthAlabama.org.

AMLA WELCOMES JOSHUA DALBERTO AS A NEW MEMBER SERVICES REPRESENTATIVE

The Alabama Mountain Lakes Tourist Association (AMLA) announces the hiring of Joshua Dalberto as a part-time member services representative. He is responsible for providing support and service to AMLA's members located in Madison, Jackson and DeKalb counties. He assumed responsibilities September 26, 2024.

In his role as member services representative, Dalberto reports to Vice President of Operations Angie Pierce. He is responsible for the distribution of brochures and materials to members and tourism-related organizations and agencies located in three of AMLA's 16 county region: Madison, Jackson and DeKalb counties; recruiting new members; representing AMLA at meetings and functions throughout the region; providing upkeep and maintenance to AMLA brochure racks in his designated counties; and serving as an ambassador for the organization and North Alabama tourism.

Before joining AMLA, he worked with Serra Toyota of Decatur and Hyundai of Huntsville in their Parts Department. He resides in Madison with his wife, Kimberly, and they have two daughters, Chloe and Kady.



Dalberto replaces Jerry Yarbrough who recently announced his retirement after 17 years of service to the North Alabama tourism industry. Yarbrough's last official day with AMLA was October 2, 2024. Dalberto can be reached by email at joshua@northalabama.org.

THANK YOU, JERRY!

It is with mixed emotions that AMLA announces the retirement of our beloved colleague, Jerry Yarbrough, who will be stepping down from their role as Member Services Representative. After 17 years of service, Jerry has decided to embark on the next exciting chapter of life, full-time retirement!



Jerry has been an integral part of the North Alabama tourism family since 2007, contributing immensely to the needs of AMLA's membership. We are incredibly grateful for his hard work, friendly demeanor, positive attitude and compassion for others. While we will miss him and Mrs. Gayle greatly, we are also excited for them as they look forward to enjoying well-deserved time with their family.

Please join us in thanking Jerry for 17 years of service and wishing him and Mrs. Gayle all the best in this next phase.

AMLA PRESENTS 2024-25 POW AND YEAR IN REVIEW

During AMLA's annual meeting held last month, President/CEO Tami Reist presented next fiscal year's plan of action and provided a brief recap of the 2023-24 fiscal year. If you were not able to attend, the 2024-25 Program of Work (POW) and the 2023-24 Year In Review are both available for download



on amla4tourism.com, click on "What We Do," select "Resources" and "Downloads." These documents are also available on your AMLA Extranet/member portal and can be found below "Partner Bulletins." The POW contains info on new marketing campaigns and maps out strategies for increasing tourism and travel to the region. We hope you will join us and help make North Alabama a must visit destination in the years to come!

BOOST YOUR REACH: SUBMIT SPECIAL OFFERS FOR TRAVELERS

AMLA invites hotels, attractions, restaurants, and merchants to submit exclusive offers, packages, and discounts to be featured on <https://www.northalabama.org/places-to-stay/hotel-packages-coupons/> and to be promoted at upcoming consumer travel shows. By participating, your business gains valuable exposure, reaching thousands of potential visitors.

To participate, please send the offer/package/discount with details including an expiration date to karen@northalabama.org by Nov. 25, 2024.

HALEY RUTLAND NAMED AWC JUNIOR BOARD MEMBER



Marshall County Tourism & Sports Communications Director, Haley Rutland was welcomed as a new Junior Board for the Alabama Women's Commission (AWC). Congratulations, Haley!

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.

[NORTH ALABAMA HAPPENINGS]

AROUND THE REGION

Continued from previous page

ALABAMA KICKS OFF PLANS FOR AMERICA'S 250TH ANNIVERSARY CELEBRATION

Alabama is gearing up for a historic celebration as the state prepares to commemorate the 250th anniversary of the United States' Declaration of Independence. The Alabama USA Semiquincentennial Commission, known as A250AL, is leading efforts to engage, educate, and unite Alabamians in celebration of the nation's founding principles. With the big day set for July 4, 2026, the commission is already planning a series of events and programs to honor the past and inspire the future.

Alabamians are encouraged to get

involved in the celebration by spreading the word, organizing local events, and advocating for participation in this once-in-a-lifetime commemoration.

For more information, including how to participate in the planning process, visit www.America250AL.org.

BUILDING INTERNATIONAL CONNECTIONS AT BRAND USA TRAVEL WEEK

Huntsville CVB President/CEO Jennifer Moore and AMLA's Karen Beasley conducted 34 successful appointments with tour operators from across the UK and Europe during Brand USA Travel Week in London



Oct. 21-24. Visit North Alabama and Sweet Home Alabama continue to grow with interest and visitation from leisure travelers and group tours from this part of the world.

WELCOME NEW MEMBERS

August-October 2024

- **The Sherrod** - Courtland
- **Florence Arts & Museums** - Florence
- **George's Steak Pit** - Sheffield
- **Valentina's Pizzeria & Wine Bar** - Madison
- **Hampton Inn by Hilton** - Albertville
- **Champy's Fried Chicken** - Muscle Shoals

**Thank You Reinstated
Members**

UPCOMING EVENTS

STATE, REGIONAL & NATIONAL TOURISM EVENTS

- **Travelability Emerging Markets**
November 12-16, 2024, San Francisco, CA
- **Alabama State Meetings**
January 13-14, 2025, Lake Martin, AL

AMLA MEMBER EVENTS

- **Patriot Trail Celebration**
November 7, 2024
Alabama Veterans Museum, Athens
- **Board Retreat (Invitation Only)**
November 12-13, 2024
Huntsville, AL
- **Committee of 16 (Invitation Only)**
December 12, 2024
Huntsville, AL
- **Social Media Virtual Workshop**
January 22, 2025
10 a.m.

• AMLA Board & Membership Meeting

January 21, 2025
Holiday Inn, Guin, AL

AMLA TRAVEL SHOWS

- **Celebration Bridal Show**
January 5, 2025, Huntsville, AL
- **Atlanta Travel & Adventure Show**
January 11-12, 2025, Atlanta, GA
- **Snowbird Extravaganza**
January 28-29, 2025, Lakeland, FL
- **Louisville Boat & Sport Show**
January 22-26, 2025, Louisville, KY
- **East Tennessee Fishing Show**
January 23-26, 2025, Knoxville, TN
- **EDAA Winter Conference**
January 27-29, 2025, Montgomery, AL
- **St. Louis Camping & RV Show**
January 31 - Feb. 2, 2025, St. Louis, MO