

Alabama Governor's Conference on Tourism  
August 14-17  
Montgomery, Alabama

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**“Alabama Tourism Department and You”**  
**Tuesday, August 17 1:45- 2:45 or 3:00-4:00 PM Alabama C**



**L to R: Grey Brennan, Francis Smiley, Cynthia Flowers, Peggy Collins, Edith Parten, Marilyn Stamps, Kerry Teague and Brian Jones**

**Alabama Tourism Department**  
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# **“Media”**

## **Speaker: Edith Parten**

**Public Information Manager**

334-242-4644

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Edith Parten is the PR/Media Relations Manager for the Alabama Tourism Department. She is also the Gulf Coast Regional Director. Parten is a 1986 graduate of the University of Alabama where she majored in broadcast communication. She worked for the Alabama Department of Education as a public relations specialist where she was involved in media relations, public relations, video production and the editor of a monthly on-line newsletter.

Prior to her positions with the state, Parten spent 15 years as an award-winning writer/producer in television and radio. She was the Marketing/Promotion Director for WSFA 12 television in Montgomery; Senior Writer/Producer for KIRO TV in Seattle; Freelance Writer/Producer for WSB TV in Atlanta and WTTG TV in Washington, DC; Promotion Manager for WTVM TV in Columbus, Georgia; Topical Promotion Manager for WAFF TV and Writer/Producer for WAAY TV both in Huntsville, Alabama. Parten was also the News Director for WAHR radio in Huntsville and a reporter for WUAL Public Radio in Tuscaloosa.

Parten received the prestigious National Promax Gold and Silver Awards while at WSFA 12. She was nominated for two EMMY Awards while at KIRO TV in Seattle and has numerous ADDY awards from Huntsville and Montgomery.

# **“Year of Music”**

## **Speaker: Grey Brennan**

**Marketing Director**

334-242-4459

[grey.brennan@tourism.alabama.gov](mailto:grey.brennan@tourism.alabama.gov)

Grey Brennan graduated from the University of Alabama with a masters and undergraduate degree in Communications. His undergraduate minor was marketing.

In 2005, he received the Travel Marketing Professional designation (TMP) from the Southeast Tourism Society, a non-profit, membership organization dedicated to the development of industry organizations & professionals and the promotion of tourism.

Before joining the Bureau of Tourism and Travel in 2001, Brennan was employed in the Broadcasting field. He has held ownership positions in an advertising agency, and television and radio stations in Alabama.

His duties with the Alabama Tourism Department include supervisor of the Group Tour Division, Marketing Director, International Liaison and Regional Director. Brennan supervises the Department’s United Kingdom representatives and is Alabama’s point person for Travel South’s International efforts.

Brennan served as project manager for the state-wide The Year of Outdoor Alabama promotion and is currently the manager for the 2011 The Year of Alabama Music campaign.

# **“Publications”**

## **Speaker: Marilyn Stamps**

**Publication Coordinator**

334-242-4544

[mstamps@tourism.alabama.gov](mailto:mstamps@tourism.alabama.gov)

Marilyn has been employed by the State of Alabama for 32 years. She heads the Publication Division of the Alabama Tourism Department, serving as writer, editor and project manager for the *Alabama Vacation Guide* and the *Alabama Calendar of Events*.

She also serves as the Regional Director for Alabama’s River Heritage region. Marilyn has directed several of the tourism department’s yearlong campaigns, including the award-winning Year of Alabama Food as well as the Year of Alabama Sports and the Year of Alabama History. She currently co-coordinates the Year of Alabama Small Towns and Downtowns campaign, working with local governments to promote the history, beauty and culture of 215 communities across the state.

When she is not promoting her “Sweet Home Alabama,” Marilyn enjoys spending time with her three daughters and her three beautiful grandchildren.

# **“Matching Grants”**

## **Speaker: Kerry Teague**

### **Financial Services Supervisor**

334-242-4359

[kteague@tourism.alabama.gov](mailto:kteague@tourism.alabama.gov)

Terry Teague graduated from Draughon's Business College with an associate degree in Business Finance, and also attended AUM majoring in Finance Management. He has been with the State of Alabama for almost 35 years.

He spent 12 years with the Alabama Development Office in the accounting division. He became chief accountant at ADO in 1983 and served in that position until July of 1987 when he then transferred to Tourism as Financial Services Director.

Outside his accounting responsibilities he also coordinates special projects. He also oversees the operations of the Governor's Mansion gift shop, and also coordinates golf show marketing efforts. He has been administering the Matching Grant program for over 20 years.

# **“Photo Library”**

## **Speaker: Peggy Collins**

**Photo Editor**

334-242-4545

[peggy.collins@tourism.alabama.gov](mailto:peggy.collins@tourism.alabama.gov)

Peggy Collins, a graduate of Auburn University at Montgomery, has worked as Photo Editor for the Alabama Tourism Department for 12 years. She has also coordinated Travel Writers Marketplaces and served as a Regional Director.

Collins is a Past President of the Montgomery Chapter of the Public Relations Council of Alabama (PRCA), and also served on the 2008 PRCA conference committee as well as the state PRCA Board of Directors. She is a Senior Practitioner in the PRCA organization, which is part of the Southern Public Relations Federation (SPRF).

# **“Newsletter”**

## **Speaker: Brian Jones**

**Assistant Publications Coordinator**

334-242-4665

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Brian Jones graduated from the University of North Alabama with a degree in public relations and the University of Alabama with a master's degree in advertising and public relations. He also studied tourism marketing at the Disney Institute and the University of Central Florida while working for The Walt Disney Company.

He has been with the Alabama Tourism Department for the past 9 years. He is a regional director with the Alabama Tourism Department and served as project manager for the state-wide Year of Alabama Arts promotion.

The Year of Alabama Arts was honored in 2008 by the U.S. Travel Association as the best tourism marketing campaign in the nation. The Year of Alabama Arts also received the top award given by the National Council of State Tourism Directors and was named the best promotion of culture and the arts in the U.S. and Canada by Travel Weekly magazine.

# **“Welcome Centers”**

## **Speaker: Francis Smiley**

**Welcome Center Supervisor**

334-242-4169

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Frances H. Smiley is a 34 year career State Employee. Currently she is the administrator of the Alabama Welcome Centers and supervises the day-to-day operations. She is responsible for the educational tours, coordinating special events and staff training.

In 1994, she received the Phoenix Award from the American Society of Travel Writers, a delegate to the Nation’s First White House Conference on Travel and Tourism. In August 1997 she received the Nation’s first “Trailblazer Pioneer Award for Multicultural Tourism”, from the Multicultural Tourism Conference, and the award is henceforth named, “The Frances Smiley Trailblazer Award.”

In July of 1999 she was inducted in the Alabama Tourism Hall of Fame and in May 2003 she was inducted into the West Alabama Tourism Hall of Fame. She was the first African American to serve on the National Tour Association Board of Directors in 2001. She has also served on the 1999-2001 American Bus Association Diversity Committee and its’98-’00 Convention Advisory Committee. She has served and participated on numerous other regional and national tourism, hospitality, diversity, heritage and preservation boards and committees including Travel South USA Board, the Southeast Tourism Society Board of Directors, its Marketing Council and the Travel Industry Association of America Professional Development Committee.

