

Alabama Governor's Conference on Tourism

August 14-17

Montgomery, Alabama

“Crisis...Perception and Recovery (Oil Spill Update)”

Speaker: Herb Malone, CEO,

Alabama Gulf Coast CVB

Sunday, August 15 1:00-2:00 PM



Herb Malone
CEO, Alabama Gulf Coast
CVB

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Since 1993, Herb Malone has served as the President/CEO of the Alabama Gulf Coast Convention and Visitors Bureau, a destination marketing organization. Prior to this, he was the President of the Alabama Gulf Coast Area Chamber of Commerce. Preceding his career in destination marketing, Herb was a private business owner. During that time, he served two terms as a member of the Gulf Shores City Council.

Herb is currently a member of the Board of Directors of the Alabama Gulf Coast Area Chamber of Commerce, South Baldwin Chamber of Commerce, Alabama Association of CVB's, Friends of the Bon Secour Wildlife Refuge, Gulf Shores Airport Authority and the Erie Meyer Charitable Trust as well as a member of the USS Alabama Battleship Commission. In 2000, he was inducted into the Alabama Hospitality Hall of Fame; and in 2001 named Alabama's Tourism Promoter of the Year, and was named Alabama's Tourism Executive of the Year in 2005.

A native of South Alabama, Herb and his family have lived in the Gulf Shores area since 1978.

