



Alabama Tourism Department

NEWS RELEASE

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Jennifer Moore Named Tourism Employee of the Year 2009 Alabama Governor's Conference on Tourism Awards

Montgomery, Ala. —Jennifer Moore, Vice President of Tourism at the Huntsville/Madison County Convention & Visitors Bureau (CVB), has been named the 2009 Tourism Employee of the Year. The black-tie awards ceremony will take place Tuesday, September 1 at the Marriot Grand Hotel in Point Clear.

Moore has been with the Huntsville CVB for nine years and has been called a “natural leader” by her director and peers. In 2008, she was named Tourism Professional of the Year by the Alabama Mountain Lakes Association.

Her accomplishments include spearheading the Huntsville National Staycation Marketing Campaign, helping create the new “Foundations of Faith” brochure which complements the North Alabama brochure on historic churches titled the “Hallelujah Trail.”

“Jennifer possesses the outstanding ability to motivate our entire staff with her positive attitude, genuine enthusiasm and contagious smile. Our community and the entire state benefits from her knowledge, experience and goal-orientated values,” said Huntsville’s tourism director Judy Ryals.

Jennifer chairs the National Tourism Week Committee which oversees activities and events for Madison County. She serves on the Alabama Mountain Lakes Tourist Association Board of Directors, Huntsville-Madison County Hospitality Association Board of Directors, Create Huntsville Committee and Downtown Huntsville.com committee.

Tourism leaders and representatives throughout the state along with First Lady Patsy Riley will attend the awards banquet.

Criteria for the Alabama Tourism Employee of the Year include outstanding job performance by anyone employed in the Alabama tourism industry; support of new and/or existing projects that benefit tourism; and enhancement of local, regional, or state image as a tourism destination.

The Employee of the Year award is among 13 for 2009 that comprise the Alabama Tourism Awards. The awards were first presented in 1998 and honor outstanding achievements in the state’s tourism industry. Each award winner is recognized as a key player in making tourism a

strong economic force. Tourism contributed \$9.6 billion to Alabama's economy in 2008; supported 170,000 jobs statewide and an estimated 22 million people visited the state last year.

The Alabama Tourism Department coordinates the awards program. Other winners are as follows:

- Government Advocate Award—Representative Richard Lindsey, 39th Congressional District.
- Alabama Tourism Hall of Fame—Tony Rayne; founder and past president of Abbeville Chamber of Commerce.
- Media Advocate Award—Raycom Media.
- Governor's Tourism Award—J. Gary Ellis, President of Compass Marketing, Inc., Gulf Shores.
- Organization of the Year—Alabama Mountain Lakes Tourist Association.
- Attraction of the Year—The Birmingham Civil Rights Institute.
- Event of the Year—BayFest, Mobile.
- Tourism Executive of the Year—Michael Gunn, VP of Convention Sales, Greater Birmingham Convention & Visitors Bureau.
- Partnership Award—Alabama Barbeque Association.
- Welcome Center of the Year—Sumter Welcome Center.
- *Theme Campaign— Alabama Scenic River Trail.
- *Rising Star Award—Kalleigh Drake, Cullman Area Chamber of Commerce.

*— denotes new award for 2009.

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