

ALABAMA MOUNTAIN LAKES TOURIST ASSOCIATION SPEAKERS BUREAU



Alabama Mountain Lakes Tourist Association
NorthAlabama.org

The Alabama Mountain Lakes Tourist Association Speakers Bureau offers knowledgeable professionals available to do informative and entertaining presentations relating to the tourism and travel industry. This service is available free for AMLA members who wish to offer a presentation to their local civic clubs, community organizations, government groups, hospitality and accommodation organizations, or general community awareness town meetings.

ABOUT THE SPEAKERS

Tami Reist, AMLA President/CEO



During her more than three decade long career in the tourism and travel industry, Tami has lived by the theme expressed by the famous American heroine Helen Keller, "Alone we can do so little, together we can do so much." This theme is carried forth in all of her speaking engagements across the country and has had proven results in her professional accomplishments.

Tami is the President/CEO of the Alabama Mountain Lakes Tourist Association (AMLA). Her duties include planning, implementing, directing, and evaluating all promotional programs as well as overall development of the tourism and travel industry within the 16 northernmost counties of the State of Alabama. The region currently generates more than \$2.5 billion in travel expenditures on an annual basis.

Tami is a board member for a number of tourism and travel-related and civic organizations including: Governor Appointee to the Scenic Byways Committee, Alabama Tourism Chair for the Appalachian Regional Commission, Southeast Tourism Society Legislative Council, the Alabama Bicentennial Commission, Alabama Travel Council, Alabama Council of Association Executives, Alabama Association of Destination Marketing

Organizations, and numerous other local and state travel related groups. Tami is also an instructor at the Southeast Tourism Society's Marketing College in Dahlgonega, GA. and has been a contributing presenter to the tourism and travel field of study at Mississippi State University. Among her many recognitions are the ATHENA Leadership Award from the Decatur-Morgan County Chamber of Commerce, the Alabama Travel Council Partnership Award, the Southeast Tourism Society Dorothy Hardman Spirit Award, and *This is Alabama* and *Birmingham* magazine's Women Who Shape the State honoree.

Tina Lawler, AMLA Membership Recruitment & Development, Legislative Liason



Tina is an experienced Activities Director with excellent client and project management skills. She is action-oriented with strong ability to communicate effectively with executive and business audiences. Prior to joining AMLA, she served for four years as the activities director for Rock Bridge Canyon Equestrian Park in Hodges. Along with planning and organizing numerous successful events, Tina also coordinated everything from advertising to vendors, live music, promoting and advertising. In addition, Tina assisted in founding the "Spirit of Hodges Festival" in 2007.

Melea Hames, AMLA Social Media Manager



Melea Hames is the social media manager for Alabama Mountain Lakes Tourist Association and has been with the organization for seven years. She also teaches English part-time at Calhoun Community College. A graduate of Auburn University, Melea majored in public relations and journalism. After working in this field for almost seven years, she earned her Masters Degree at the University of North Alabama in secondary education and taught middle school for three years. Her favorite job besides her current job, of course, was community relations director for the Columbus RedStixx (Georgia) minor league baseball team. Melea also manages the Facebook and Instagram pages for Tennessee River Valley Geotourism Mapguide. Melea loves to travel and spends a lot of time with her niece, Carley.

To schedule a speaking engagement or for more information, contact:

Alabama Mountain Lakes Tourist Association
Tina Lawler (800) 648-5381 / (256) 350-3500
Tina@NorthAlabama.org

SPEAKING TOPICS

TAMI REIST, President/CEO

**TINA LAWLER, Membership Recruitment
& Development, Legislative Liason**



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WORKING WITH YOUR TOURISM PARTNERS

A solid, informative overview of establishing a working relationships between your tourism organization and supporting tourism-related organizations within your sphere of influence. Examples of real-life programs that have a proven success record including surveys, educational programs, working hand-in-hand with government agencies, and more.

THE IMPORTANCE OF TRAILS

Keeping abreast with the changing tourism demographics and the growth in nature-based activities. Trails can attract tourist to communities of all size and are interest to those travelers who are taking shorter vacations that are closer to home.

SMALL COMMUNITY TOURISM -- CASE STUDIES

Centered around actual 'boots-on-ground' experiences with helping small or rural communities with developing a base for tourism growth. Includes examining and recognizing local tourism assets, program implementation, and potential benefits. Real life examples will help stimulate ideas for your community and help you marshal your community forces you may not even realize are there.

HOTEL MARKETING 101

An excellent course for all of your front-line hotel employees. Course outline includes: Building Relationships is a key; GM '10 Commandments;' S.M.A.R.T. Goals, Internal Sales & Marketing for All Associates; Front Desk - Selling to Groups; Tips for a Successful Sales Call; Lead Referral Form; Networking Opportunities; and much more.

FOUR COURSE HOSPITALITY TRAINING

A step by step approach to creating memorable experiences for your visitors. The 4 courses of hospitality are: The approach (appetizer), The initial greeting (soup/salad), My interaction with the customer (main course), and Departure (dessert). An excellent presentation for front line hospitality workers in the tourism and travel industry, such as those working at accommodations, attractions, welcome centers, convention & visitors bureaus, restaurants, and retail shops.

RECIPE FOR SUCCESS

Great ingredients make for a great marketing program. When it comes to marketing your travel business, it's important to develop a proper mix of promotion ingredients. From reaching adventurers, foodies and business trippers, to how your services and experiences you are offering will affect your program, this presentation will help you serve-up a successful marketing effort.

Custom Presentations -- Tami is frequently ask to speak on a theme that will work in conjunction with a particular gathering's topic or an area's particular need within the tourism and travel field. Please feel free to let Tami know of your interest.

SPEAKING TOPIC

MELEA HAMES, Social Media Manager

SOCIAL MEDIA 101 CLASS

The Social Media 101 class familiarizes participants with the basics of the popular social media platforms, such as Facebook, Instagram, Twitter, Pinterest, and Snapchat. Participants will learn the importance as well as practical ways to utilize the social media platforms for their attractions, events, hotels, restaurants, etc. Participants will also receive a Time to Get Social book to take with them.

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