

1 SJR5
2 216735-1
3 By Senators Elliott, Albritton, Allen, Barfoot, Beasley,
4 Butler, Chambliss, Chesteen, Coleman-Madison, Dunn, Figures,
5 Givhan, Gudger, Hatcher, Holley, Jones, Livingston, Marsh,
6 McClendon, Melson, Orr, Price, Reed, Roberts, Sanders-Fortier,
7 Scofield, Sessions, Shelnutt, Singleton, Smitherman, Stutts,
8 Waggoner, Weaver, Whatley and Williams
9 RFD:
10 First Read: 27-JAN-22

CONGRATULATING AND COMMENDING HERB MALONE FOR HIS
SERVICE TO THE STATE OF ALABAMA.

WHEREAS, on the occasion of his retirement, we find
it necessary and proper to recount the accomplishments and
accolades of Mr. Herb Malone in recognition of his decades of
outstanding service to the State of Alabama; and

WHEREAS, since 1993, Mr. Malone has served as
President and CEO of the Alabama Gulf Coast Convention and
Visitors Bureau, better known as Gulf Shores and Orange Beach
Tourism, where he helped foster the incredible growth of
tourism at one of the state's true treasures: the Alabama Gulf
Coast; and

WHEREAS, during Mr. Malone's tenure as President and
CEO, Alabama's Gulf Coast has developed into a true year-round
tourism destination; Gulf Shores and Orange Beach jointly
welcome six million visitors annually to an area that is home
to only 18,000 full-time residents, a testament to both Mr.
Malone's vision and the undeniable allure of Alabama's premier
Gulf Coast beaches and byways; and

1 WHEREAS, prior to serving his vital role in the
2 founding of Gulf Shores and Orange Beach Tourism, Mr. Malone
3 served as the President and CEO of the Alabama Gulf Coast Area
4 Chamber of Commerce from 1988 to 1993; and

5 WHEREAS, in addition to these crucial roles in the
6 state economy, Mr. Malone currently serves in leadership roles
7 with the Battleship USS Alabama Commission, the Coastal
8 Alabama Business Chamber, the Coastal Alabama Partnership, the
9 Gulf Shores Airport Authority, the Gulf United Metro Business
10 Organization, and the South Baldwin Chamber of Commerce; he
11 also has previously served on the Alabama Hospitality
12 Association, the Alabama Association of Convention and
13 Visitors Bureaus, the Southeast Tourism Society, and the
14 University of West Alabama Board of Trustees; and

15 WHEREAS, in these many roles, Mr. Malone has helped
16 helm the Gulf Coast economy through natural disasters like
17 Hurricanes Ivan and Katrina in 2004 and 2005, and man-made
18 disasters like the Deepwater Horizon Oil Spill, and, more
19 recently in 2020, the double-crisis of the global COVID-19
20 pandemic and Hurricane Sally; and

21 WHEREAS, Mr. Malone has received much recognition
22 for his vital work, including, but certainly not limited to,
23 membership in the Alabama Hospitality Hall of Fame, the 2001
24 Alabama Tourism Executive of the Year, 2005 Alabama Tourism
25 Executive of the Year, 2010 Alabama Tourism Representative to
26 the Gulf of Mexico Program, and 2019 Hospitality Stars of
27 Alabama Tourism Promoter of the Year; and

1 WHEREAS, the accolades Mr. Malone most appreciates
2 are the fruits of his labors, which are plentiful: In addition
3 to his accomplishments previously recounted, Mr. Malone's
4 leadership has directly resulted in the Alabama Coastal
5 Connection Scenic Byway, Alabama's Coastal Birding Trail, and
6 the Mobile Bay Civil War Trail, as well as the creation of the
7 Gulf Shores and Orange Beach Sports Commission; and

8 WHEREAS, it is with sadness, but also with great
9 pride, that we hereby congratulate and commend Mr. Herb
10 Malone, the "grandfather of tourism in Alabama," upon his
11 retirement from his role as founding President and CEO of Gulf
12 Shores and Orange Beach Tourism; now therefore

13 BE IT RESOLVED BY THE LEGISLATURE OF ALABAMA, BOTH
14 HOUSES THEREOF CONCURRING, That, Mr. Herb Malone is hereby
15 congratulated and commended for his outstanding service to the
16 State of Alabama, and that a copy of this resolution be
17 delivered to Mr. Malone as a token of our high esteem and
18 immense gratitude, as well as best wishes for his future
19 endeavors.

20 BE IT FURTHER RESOLVED, That this body hereby urges
21 Mr. Herb Malone to take some time out of his retirement to
22 appreciate the beautiful area which he helped build.