

Alabama Governor's Conference on Tourism

August 29-September 2, 2009

Point Clear, Alabama

“Tourism Education 101 ”

Moderator: Lee Sentell

Sunday, August 30 1:00-2:00 PM Azalea Ballroom



Lee Sentell was appointed by Governor Bob Riley to serve as the Director of the Alabama Bureau of Tourism and Travel in January 2003.

Sentell was the Director of Tourism for the Huntsville Convention and Visitors Bureau for 12 years. His responsibilities included tourism and convention marketing and advertising. He was Director of Marketing for the U.S. Space & Rocket Center.

He was inducted into the Alabama Tourism Hall of Fame in 2000, and received the Distinguished Service Award from both the Alabama Travel Council and the Alabama Historical Commission.

Lee Sentell

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