

**STATEMENT OF BERT UNPINGCO, EXECUTIVE DIRECTOR, ALABAMA
MOUNTAIN LAKES ASSOCIATION**

Mr. UNPINGCO. Mr. Chairman and members of the committee, I have been appointed by the Alabama delegation to be the spokesman at this hearing. As executive director of the Alabama Mountain Lakes Association, I am privileged also to represent 17 Alabama chambers of commerce who have fused regional interest into a force for the development and promotion of Alabama's scenic, historic, and recreational attractions.

Gov. Lurleen B. Wallace has issued a proclamation as follows:

PROCLAMATION BY THE GOVERNOR OF THE STATE OF ALABAMA

Whereas, the people of North Alabama have benefited from the greatly expanded tourist and recreation promotion program conducted by the 15 North Alabama Chambers of Commerce who organized the Alabama Mountain Lakes Association; and

Whereas, the growing tourism and travel industry makes a substantial contribution to the economy of the Alabama Mountain Lakes and the entire State of Alabama, providing job opportunities and increased revenues; and

Whereas, the Alabama Mountain Lakes Association is recognized as an increasingly effective force in the development and promotion of recreation, attractions and tourism throughout the mountain lakes area of Alabama; and

Whereas, seventeen of the leading municipalities and twelve of the major counties in the State have given their official endorsement to the efforts of AMLA and have paid dues in support of this worthwhile effort; and

Whereas, effective promotion of the Alabama Mountain Lakes will help make Alabama a tourist terminal point rather than a "drive-through" area; and

Whereas, it is my personal hope, as Governor, that the goals for 1968 of the Alabama Mountain Lakes Association will be realized; and it is the policy of this administration to encourage the promotion and development of tourism and recreation in all regions of the State; and

Whereas, the State of Alabama will continue to expand the efforts to make our historical, recreational and scenic wonders known to our friends throughout America and the world:

Now, therefore, I, Lurleen B. Wallace, Governor of the State of Alabama, do hereby proclaim that the Bureau of Publicity and information, an official state agency charged with the responsibility of travel promotion and advertising, firmly supports and joins in these worthwhile efforts, and I urge all citizens, merchants, industries and other promotion agencies in Alabama to give wholehearted support to the Alabama Mountain Lakes Association in order to promote travel to and within the State of Alabama.

In witness whereof, I have hereunto set my hand and have caused the Great Seal of the State of Alabama to be affixed, done at the State Capitol in the City of Montgomery on this the 24th day of January, 1968:

[SEAL]

LURLEEN B. WALLACE,
Governor.

Attest:

MABEL S. AMOS,
Secretary of State.

Mr. UNPINGCO. The Alabama Mountain Lakes Association was organized as a nonprofit organization by 15 north Alabama chambers of commerce in September 1963. The objective is to develop and promote a progressive program designed to make the Tennessee Valley area of Alabama and its adjoining counties an attractive place to visit and a finer place to live and work.

The Alabama Mountain Lakes Association began operation on May 1, 1965, with a board of directors composed of three representatives of each participating chamber of commerce; the chamber manager as president plus two selected by the chamber's board of directors. A full-