



News Release

Coastal Conservation Association

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CCA Alabama Hires New Executive Director

Coastal Conservation Association Alabama has announced that Travis Taylor will serve as the state chapter's new Executive Director effective immediately. As a former National Tournament Manager with B.A.S.S./ESPN Productions, Taylor brings considerable experience in marketing, sales and event management to CCA Alabama.

"We have no doubt that Travis has all the tools to grow the state chapter and create an effective organization for the conservation of the state's marine resources," said Bill Arant, CCA Alabama President. "Most importantly, though, he is a passionate angler and is committed to the conservation of our state's marine resources. With his background and experience, we feel very fortunate to have Travis with CCA Alabama."

Taylor received his undergraduate degree from Auburn University in 1994, and served in the U.S. Army for almost a decade after graduating. His career also includes several years as a professional healthcare representative for Pfizer Pharmaceuticals.

"Travis will focus on membership recruitment, banquet fundraising and communications," said Palmer Whiting, CCA Alabama Management Committee Chairman. "Our goal is for this chapter to be a vibrant and effective grassroots organization committed to fulfilling the mission of CCA. We are going to make a positive difference for the fish, and have some fun while we're at it."

CCA Alabama is the state's leading saltwater fisheries conservation organization. Recent activities include building a 3,000-ton inshore reef just north of Ono Island, closing shallow grass beds in Mobile Bay to shrimp trawling and reducing the number of active commercial gill netters in the state to less than 50 through an innovative buyback program

In accepting the position, Taylor said his own outdoor experiences have convinced him that it is critical for CCA to be a strong organization at both the state and national levels to advance conservation goals.

"There is much work to be done to protect and conserve for the future," Taylor said. "Helping others to appreciate our coastal environment as CCA does is paramount for ensuring a healthy future for our resources. We are going to build on our tradition of conservation and I invite all recreational anglers to get on board with CCA Alabama."

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CCA is the largest marine resource conservation group of its kind in the nation. With almost 100,000 members in 17 state chapters, CCA has been active in state, national and international fisheries management issues since 1977. For more information visit the CCA Newsroom at www.JoinCCA.org.