



CLERK OF THE BOARD DIVISION
OF THE BOARD OF SUPERVISORS' OFFICE

COUNTY OF HUMBOLDT

825 FIFTH STREET
EUREKA, CALIF. 95501-1153

PHONE (707) 476-2384; 445-7299 (FAX)

APPLICATION TO SERVE ON THE HUMBOLDT COUNTY AVIATION ADVISORY COMMITTEE

APPLICANT NAME: Bob Gilbert

MAILING ADDRESS: [REDACTED] Eureka, CA 9550

TELEPHONE: Home: [REDACTED] Work: [REDACTED] Fax: [REDACTED]

E-MAIL ADDRESS: b.gilbert@visiteureka.com

OCCUPATION: General Manager Travel and Tourism - Visit Eureka

PERSONAL REFERENCES:

(1) Caroline Beteta, President/ CEO, Visit California PHONE: [REDACTED]

(2) Chris Ambosini, HLA/ELA board and Treasurer Humboldt County Visitors Bureau.

PHONE: [REDACTED]

PRIOR ADVISORY BOARD OR BOARD OF DIRECTORS EXPERIENCE? NO YES

PLEASE WRITE A BRIEF STATEMENT DESCRIBING WHY YOU'RE INTERESTED IN SERVING ON THE HUMBOLDT COUNTY AVIATION ADVISORY COMMITTEE.

On behalf of Eddy Alexander, I oversee the tourism efforts for the City of Eureka. I have extensive board experience and have served as elected Commissioner for Visit California, US Travel Association Executive Board member and National Tour Association board member. I have also worked throughout my career with a variety of airlines and understand the economic impact passenger traffic has on the community. I believe that my background and expertise can add value to the Humboldt County Aviation Advisory Committee.

PLEASE ATTACH A CURRENT RESUME.

DATE: 8/4/21 SIGNATURE: *RGilbert*

I declare under penalty of perjury under the laws of the State of California that the above is true and correct

8/4/2021

SUBMIT THIS APPLICATION TO:
HUMBOLDT COUNTY AIRPORT ADVISORY COMMITTEE, Clerk of the Board, 825 Fifth Street, Suite 111,
Eureka, CA 95501-1153.

DATE TO SUPERVISOR _____ DATE APPROVED _____ NOT APPROVED _____

Bob Gilbert – Resumé/Bio. 8/4/21

Bob Gilbert is recognized as an innovative "Go to Market" strategist. Embracing change, being adaptable, getting to 'Yes', and always challenging the status quo - are just a few of his attributes.

Over the years he has won 15 HSMAI Adrian marketing awards, Hotel person of the Year, Attractions Person of the Year, ASTA supplier of the year, listed in the "Top 25 most influential travel industry executives". He speaks multiple languages and has lived and worked internationally. His 'pioneering' thinking helped create the first consumer online website site in the lodging industry and the first online group booking system. Bob also created Pow Wow Europe.

Bob Gilbert, on behalf of Eddy Alexander, oversees the tourism efforts for the City of Eureka.

Bob is well credentialed and has taken an active travel industry leadership role. He served on the NTA Board, Russian Heritage Highway committee, was elected as a Commissioner for Visit California, NAJ Advisory Board, Marketing Chair for National Parks Promotion Council, and was an official delegate to the China - USA Tourism Year launch in Beijing, plus multiple years as a Board Director for US Travel Association.

His résumé includes VP Walt Disney Travel Company - California, VP Sales and Travel Operations, Walt Disney Attractions, VP Worldwide Marketing & Sales, Best Western International, Utell (now part of Pegasus), EVP for meetings giant HelmsBriscoe, growing its coverage to over 40 countries. Head of Business Development USA, Rezdy, VP Sales & Marketing Delaware North, with National Parks, Resorts and Attractions in the USA and overseas, and VP Worldwide Sales and Intermediary Marketing with Choice Hotels,.