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HUNTINGTON BEACH MARKETING AND VISITORS BUREAU HIRES KELLY M. MILLER AS PRESIDENT & CEO

[Huntington Beach, Calif., July 1, 2013](#) — The Huntington Beach Marketing and Visitors Bureau (HBMVB) has named industry veteran Kelly M. Miller as its new president and CEO, following the retirement of Steve Bone later this summer. Miller brings 30 years' experience in all aspects of destination leadership, branding, sales, and marketing to Surf City USA.

“I am thrilled to be joining the Huntington Beach Marketing and Visitors Bureau as their new president and CEO,” said Miller. “It’s an honor to have the opportunity to lead this highly respected team in marketing Huntington Beach as the quintessential Southern California beach town.”

Miller most recently served as president and CEO of Tampa Bay & Company where he successfully initiated a comprehensive branding process and worked closely with the sales and marketing departments to attract more visitors. Prior to this, Miller spent 12 years as executive director of the Asheville Convention & Visitors Bureau of the Asheville Area Chamber of Commerce, where he earned ‘CVB of the Year’ from the Southeast Tourism Society in 2002 and 2006. He also worked for the Atlanta Convention & Visitors Bureau for 6 years, first as its 1996 Summer Olympic Games Marketing Manager, and then as the organization’s first Director of International Marketing.

Miller is expected to begin his term at the end of the summer season, following the retirement of Steve Bone, who will stay involved with the organization as an advisor until September 2014.

“The entire board is very sad to see Steve retire,” said Brett Barnes, chairman of the HBMVB Board of Directors. “We truly appreciate his dedication to Huntington Beach and recognize his various achievements in creating such a successful Bureau. We are excited to have Kelly Miller inherit such a healthy organization, and look forward to his leadership and depth of experience.”

The founding chairman and current president & CEO of the Visitors Bureau, Bone has over 27 years of experience in the Huntington Beach hospitality industry, including the development of the Waterfront Beach Resort, a Hilton Hotel and Hyatt Regency Resort & Spa. During his 5 years with the Bureau, Bone guided the staff to form both a Film and Sports Commission, published the lauded *Steps Toward a Sustainable Huntington Beach* and the first-ever comprehensive Huntington Beach Dining Guide, expanded the Bureau’s international marketing program across the globe, established a successful group meetings sales program and team, and created a strong social media presence for the destination.

About the Huntington Beach Marketing and Visitors Bureau

The Huntington Beach Marketing and Visitors Bureau is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California’s premier coastal destinations, Huntington Beach is the ideal location for a [California family vacation](#), relaxing weekend getaway, or [group conference](#).

With 10 miles of wide-open sandy California beaches, [Huntington Beach](#) is a destination of choice for vacationers and business travelers alike. To plan your *Surf City USA*® vacation, or to learn more about Huntington Beach, visit the Huntington Beach Marketing and Visitors Bureau website at www.SurfCityUSA.com or call 800-729-6232.

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