

Saint Louis Attractions Association

A Bi-Monthly E-Newsletter
June/July 2006



PRESIDENT'S CORNER

Ethan Woods

Publisher, WHERE Magazine

Welcome to the 2006/2007-year of SLAA!

I have been involved with SLAA since 2000 and can honestly say it has changed my life (quite a bold statement, but true). I have met friends, colleagues, clients and even a future boss all because of my involvement with this fine organization. As your president, one of my goals is to possibly change your life as well. This can be accomplished through involvement. Attend, sponsor or host a meeting, join one of the many committees, invite your coworkers or your boss to attend a luncheon or our annual auction in November. It is through involvement and the exchanging of ideas that our organization will continue to grow and make us all better assets to the St. Louis community.

I would like to take an opportunity to introduce and thank the three new members of the SLAA board, Debbie Murphy with the Loop Special Business District, Ronda Mertens with Maden Preprint Media and Jennifer Hollenkamp our SLCVC Liaison. I am looking forward to working with them and I know their expertise will benefit our organization tremendously.

Please feel free to contact me with questions or suggestions anytime, 314.968.4940 ext. 12.

Ethan

FEATURED ATTRACTION

SLAA SOCIAL OUTING CHIHULY NIGHTS AT THE MISSOURI BOTANICAL GARDEN THURSDAY, AUG. 3, 2006 6:00 - 10:00 P.M.

Join fellow St. Louis Attractions Association members Thursday, Aug. 3 from 6-10 p.m. for "Chihuly Nights" at the Missouri Botanical Garden! Chihuly nights offers unique, dramatically lit views of "Glass in the Garden," a custom exhibition by world-renown artist Dale Chihuly. Enjoy music and glass blowing demonstrations by Third Degree Glass Factory. A cash bar and appetizers are available for purchase.

For this special social outing, SLAA members plus one guest will receive a discounted admission rate of \$10 per person. Reservations and payment must be made in advance by Friday, July 21. To make reservations use the RSVP form included in this newsletter. Advance payment can be made by Visa or MasterCard. Tickets are non-refundable and the event is held rain or shine.

The Missouri Botanical Garden is located at 4344 Shaw Blvd. in south St. Louis. Going east on Highway 44, exit at Vandeventer and turn right, then left at Shaw Blvd. Going west on Highway 44, exit at Vandeventer and turn left, then left at Shaw. From Highway 40, take Kingshighway South to Vandeventer and turn left, then turn right at Shaw. Free parking is available on-site.

To RSVP, please fill out the attached form. We hope to see you there!

4728 HEDGEMONT DRIVE
ST. LOUIS, MO 63128

SLAA@QABS.COM



WWW.STLATTRACTIONS.ORG

314-416-2233
FAX 314-845-1891



Sponsored by:



Hosted by:



SAINT LOUIS ATTRACTIONS ASSOCIATION

WEDNESDAY, JULY 19, 2006
ALLIED TRADE SHOW 2006 AND
LUNCHEON PROGRAM

CAMARADERIE AND CONNECTIONS! JOIN US FOR OUR ALLIED TRADE SHOW!

We are fortunate that the membership of the Saint Louis Attractions Association is comprised of both **Attraction** and **Allied** members. The **Allied** members represent various hospitality-related services such as hotels, destination management companies, printing and advertising companies, public relations firms and entertainers. The diverse mixture makes the opportunities endless.

At our July 19th meeting, we are pleased to present our Second Annual Allied Trade Show during the networking portion of the meeting. This trade show will feature our **Allied** members. The format will offer both **Attraction** and **Allied** members the opportunity to network, learn, and develop on-going strategic partnerships.

Our featured luncheon speaker is Mark Sableman, an attorney with Thompson Coburn LLP. Mark will be discussing Intellectual Property, Trademarks, and Copyright Concerns in marketing and promotions. In addition, the 2006 Saint Louis Attractions Association Carole Moody Award will be presented to a deserving student who has expressed interest in establishing a career in the tourism/hospitality industry.

To top it off, this wonderful program will be held in the exciting surroundings of Fairmount Park.

Date: Wednesday, July 19, 2006

Location: FAIRMOUNT PARK

Pricing: \$20.00

Policies:

- Please make reservations by noon, **Friday, July 14, 2006**.
- **All reservations must be paid in advance or at the door. Payment is accepted by cash, check, MasterCard, Visa, Discover, or American Express.**
- Walk-ins will be accommodated on a standby basis only.
- **Non-paid no shows and non-paid attendees will be invoiced for the full registration fee plus a service charge of \$5.**

Name: _____

Company: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

E-Mail Address: _____

I will be paying: At the Door Credit Card By Check

Credit Card: _____

Expiration Date: _____ 3-Digit Security Code (on back of card): _____

Amount of Charge: _____

Name on Card: _____

Signature: _____

For additional attendees from the same organization, please make copies of this notice.

_____ Check here if you would like a vegetarian lunch

_____ Season Pass Holder

_____ Total Amount Included with Registration

Schedule:

- 11:00 am - Noon Registration and Networking
- 11:00 am - 1:00 pm Allied Trade Show
- 12:00 pm Luncheon & Presentation
- 1:00 pm SLAA Announcements & Conclusion



Location:

Fairmount Park
9301 Collinsville Road
Collinsville, IL 62234

Missouri I-40/I-55/I-70:

Take I-40/I-55/I-70 over the Poplar Street Bridge. Exit on Exit 9. Stay straight onto Fairmount Avenue. Turn left on Collinsville Road.

To register:

E-Mail: SLAA@QABS.COM

Fax: (314) 845-1891

Phone: (314) 416-2233

Mail: 4728 Hedgemont Drive, St. Louis, MO 63128

NOMINATE A COLLEAGUE FOR THE 2006 SPIRIT OF ST. LOUIS AWARDS

Nomination forms are available now for the 2006 SLAA Spirit of St. Louis Awards, so don't delay! Nominate an outstanding coworker, program or event for a **Spirit of St. Louis Award, Individual; Spirit of St. Louis Award, Organization; or the Hall of Fame Award.**

This is a wonderful opportunity to recognize your fellow industry members who exemplify the spirit of the tourism and hospitality industry in the St. Louis region. Both members and non-members of the St. Louis Attractions Association are eligible to receive awards; however, nominations must be submitted by a SLAA member. The 2006 awards cover the time period from November 1, 2005 to November 1, 2006.

Please visit www.stlattractions.org/content/SOSAwards_2006.asp for more information or to download a nomination form. It's simple to do and will mean so much to your colleagues!

SLAA SEASON PASS AVAILABLE NOW



Give yourself a break! Sign up today for the SLAA Season Pass. By filling out only one expense report for the entire year for **\$120.00** you will be able to attend every meeting (July '06, September '06, November '06, January '07, March '07, and May '07). Your Season Pass gives you one complimentary guest pass for you to invite one guest to a meeting of your choice, thus increasing your networking options. Your Season Pass is transferable, if you are unable to attend a specific meeting, anyone in your organization may take your place.

Payment is accepted by check or credit card. If you wish to charge your season pass, contact the SLAA office at 314-416-2233.



The May meeting offered a sneak peek at the beautiful Centene Center for the Arts and a timely presentation on Blog's and Pod Casting. Thank you so much to Julie Kruempel, Centene Center for the Arts and Russo's catering for hosting this meeting. The building is a spectacular venue for special events and programs with a fabulous deck off the ballroom that provided a perfect springtime setting for networking. Our lunch buffet of Italian favorites by Russo's was outstanding. A special thanks to our panelist: Lee Anna Good from Forest Park Forever, Lisa Grove from The Contemporary Art Museum and Nick Brawley from 501 Creative. The topic covered valuable information from both the technological aspects and practical usage of Blog's and Pod Casting for our members.

Appreciation and thank you also to *Menopause the Musical* for sponsoring the meeting.

If you missed the meeting and would like more information about the presentation the power point is available on our web site at www.stlattractions.org.



Networking on the terrace.



Blogging presentation.



Thank you Jenny Johnson for serving as President from 2005-2006.



Ethan Woods, your new President 2006-2007.



Raffle time!



2006-2007 Board

SCHOLARSHIP WINNER TO BE ANNOUNCED AT JULY MEETING

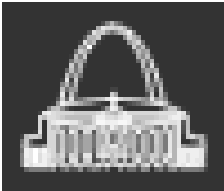
Many thanks to all those that applied for the 2006 St. Louis Attractions Association Carole Moody Scholarship. At the July SLAA luncheon meeting, one or more students will be awarded a scholarship in the amount of at least \$1,000. One or more students may be awarded an Honorable Mention Award in the amount of \$500.

A scholarship has been awarded to deserving students interested in the tourism/hospitality industry for the past 12 years. Applications were sent to more than 90 area high schools and colleges.



TRIP RAFFLE

Be sure to bring your money to the July 19th meeting for a chance to win an exciting weekend getaway to Kansas City! Our neighbor has provided a great opportunity for St. Louis Attractions Members to experience KC. This trip giveaway includes an overnight stay at a Drury Hotel, passes to World's of Fun and much more. Raffle tickets for this will cost \$5 each.



ST. LOUIS CONVENTION & VISITORS COMMISSION UPDATE

Shelby Gebauer

CVC Bookings

The CVC has booked the 2007 National Urban League Conference for St. Louis which will take place July 25-28 at the America's Center® convention complex. Also booked for 2007 are Youth Specialties in October which will use more than 5,200 room nights and the American Society for Healthcare Environment in September with 2,436 room nights. In future bookings, the American Association of Bovine Practitioners has selected St. Louis for its 2011 Annual Convention held in September. This conference will attract 1,800 attendees and use more than 3,700 hotel room nights. St. Louis competed with Denver and San Antonio.

Online Advertising Campaign

CVC launched its first Online Marketing Campaign recently. Skyscraper and banner ads began running on local newspaper sites in Indianapolis, Kansas City, Memphis and the Sun-Times in Chicago plus national sites iVillage.com and FamilyFun.com. Keyword buys on Google to enhance Search Engine Optimization also are part of the new plan.

Consumer TV and Newspaper

Funds from TV spots bumped during fall and spring campaigns and additional funds have been redirected into a June TV and newspaper buy to encourage summer visitors. Consumer TV and newspaper ads are running in Chicago, Evansville, Quad Cities, Memphis, Louisville, Indianapolis and Kansas City plus newspaper in Little Rock and Ft. Smith.

Cardinals' Radio Network

Baseball fans who listen to the Cardinals' Radio Network in outer markets are hearing about why they should include St. Louis in their 2006 travel plans. Dan Dierdorf, CVC Board Chairman, voiced the CVC's two new radio spots, one aimed at family travelers and one for more sophisticated audiences and couples.

YOU OUGHT TO BE IN PICTURES!

We are hard at work on continuing to develop the Saint Louis Attractions website. Two of the most exciting features on the site are a member venue slide show and a searchable member database. To keep this content fresh, we need your help! Please provide your company logo and a picture of your attraction or business. This image should reflect who/what your business. Please e-mail them to us at slaa@qabs.com as soon as possible.

We will accept color or black and white in .jpg or .eps format only.

We look forward to your participation!



SAINT LOUIS ATTRACTIONS ASSOCIATION

WEDNESDAY, JULY 19, 2006
ALLIED TRADE SHOW 2006 AND
LUNCHEON PROGRAM

**SLAA ALLIED TRADE SHOW 2006
EXHIBITOR REGISTRATION
EXCLUSIVE TO SLAA ALLIED MEMBERS**

Wednesday, July 19, 2006
Fairmount Park
11:00 am - 1:00 pm

To reserve your space, please complete this registration form and return with payment by Monday, July 10, 2006.

Company Name: _____

Contact: _____

Complete Address: _____

Phone: _____

E-Mail: _____

Special Needs: _____

I will be paying:

By Credit Card

By Check

** All reservations must be paid in advance. Payment is accepted by check, MasterCard, Visa, Discover, or American Express.

Credit Card #: _____

Expiration Date: _____

3-Digit Security Code (on back of card): _____

Name on Card: _____

Signature: _____

_____ Check here if you would like a vegetarian lunch

_____ Total Amount Included with Registration

Each exhibitor will have an 8-foot table to display information. Electricity is available for an additional fee, please check booth preference below:

- Single Booth Exhibitor \$60 ****
- Single Booth Exhibitor (with electricity) \$80 ** (Limited available - first come, first served.)**

** Please note that this price includes lunch for ONE member of your organization. Additional persons wishing to attend will be subject to the regular \$20 registration fee.

Additional Attendees @ \$20 each:

Complete details regarding set-up will be sent to you prior to the event.

Send form to: Saint Louis Attractions Association
4728 Hedgemont Drive
St. Louis, MO 63128
314-416-2233 Phone
314-845-1891 Fax
slaa@qabs.com Email



Chihuly Nights at the Missouri Botanical Garden

Join fellow St. Louis Attractions Association members Thursday, August 3rd from 6-10 p.m. for "Chihuly Nights" at the Missouri Botanical Garden! Chihuly Nights offers unique, dramatically lit views of "Glass in the Garden," a custom exhibition by world-renown artist Dale Chihuly. Enjoy music and glass blowing demonstrations by Third Degree Glass Factory. A cash bar and appetizers are available for purchase.

For this special social outing, SLAA members plus one guest will receive a discounted admission rate of \$10 per person. **Reservations and payment must be made in advance by Friday, July 21.** Tickets are non-refundable and the event is held rain or shine.



Photo by Erin Whitson

Date: Thursday, August 3, 2006 - 6:00 P.M. - 10:00 P.M.

Location: Missouri Botanical Garden

Pricing: \$10 per person

Policies:

- Please make reservations by Noon, Friday, July 21, 2006.
- **All reservations must be paid in advance by Friday, July 21, 2006. Payment is accepted by cash, check, MasterCard, Visa, Discover, or American Express.**
- Tickets are non-refundable and the event is held rain or shine.

Name: _____

Company: _____

Address: _____

City, State, Zip Code: _____

Phone: _____

E-Mail Address: _____

I will be paying: By Credit Card By Check

Credit Card #: _____

Expiration Date: _____ 3-Digit Security Code (on back of card): _____

Name on Card: _____

Signature: _____

_____ Total Amount Included with Registration

Location:

Missouri Botanical Garden

4344 Shaw Blvd.

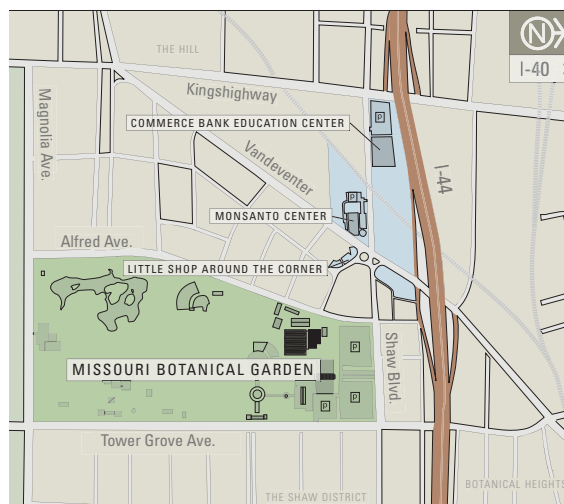
St. Louis, MO 63110

East on I-44: Exit at Vandeventer and turn right, then left at Shaw Blvd.

West on I-44: Exit at Vandeventer and turn left, then left at Shaw Blvd.

From I-40: Take Kingshighway south to Vandeventer and turn left. Then turn right at Shaw Blvd.

Free parking is available on-site.



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e-mail: SLAA@QABS.COM

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