



Hosted by:
ST. LOUIS Casa Loma BALLROOM

SAINT LOUIS ATTRACTIONS ASSOCIATION
WEDNESDAY, JULY 15, 2009
ALLIED TRADE SHOW & LUNCHEON MEETING

Differentiate or Attenuate: How to Pull Ahead of the Competition Using the EthicalFactorSM

As demand for offerings (products and services) increases, numbers will grow top-line as long as a business or attraction continues to get its share of the market. If, however, it is facing shrinking demand, as so many businesses and attractions are in these challenging economic times, in order to survive/maintain/grow, it needs to take market share from its competition. In a fast-paced interactive session, **Fred Firestone**, principal of the Ethical Selling Institute, will provide practical ideas on how to do so by delivering more of the EthicalFactorSM (trust, credibility and partnership) at crucial guest touchpoints. Fred's St. Louis clients include Enterprise Rent-A-Car, Anheuser-Busch and Laclede Gas.

During the networking portion of the meeting we will hold the **Fifth Annual Allied Trade Show**. The trade show will highlight our Allied members which represent the hospitality industry such as hotels, restaurants, destination management companies, printing and advertising companies, public relations firms, convention and visitors bureaus and entertainers. The diverse mixture makes the opportunities endless.

In addition, the **2009 Saint Louis Attractions Association Carole Moody Scholarship Awards** will be presented to deserving students who have expressed an interest in establishing a career in the tourism/hospitality industry.

Date: Wednesday, July 15, 2009
Location: St. Louis Casa Loma Ballroom
Pricing: \$25.00 Members
 \$30.00 Non-Members & Walk-Ins

Schedule:
 11:00 a.m. Registration & Networking
 11:00 a.m. - 11:45 a.m. Allied Trade Show
 11:45 a.m. Luncheon & Program
 1:00 p.m. SLAA Announcements & Conclusion

- Policies:**
- Please make reservations by Noon, Friday, July 10, 2009.
 - Payment for SLAA members is required in advance or at the door. **Non-members must pay in advance at the time of reservation.** Payment is accepted by cash, check, MasterCard, Visa, Discover, or American Express. No refunds will be issued.
 - **Non-paid no shows and non-paid attendees will be invoiced for the full registration fee.**

Location:
 St. Louis Casa Loma Ballroom
 3354 Iowa Ave.
 St. Louis, MO 63118

Directions:
 Looking for a route that avoids the highway construction and ramp closures?

Name: _____

Visit <http://dist6.modot.mo.gov/mapmytrip/>

Company: _____

This website will map your trip taking into account highway and ramp closures in the St. Louis city and county area.

Address: _____

City, State, Zip Code: _____

Phone: _____

E-Mail Address: _____

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

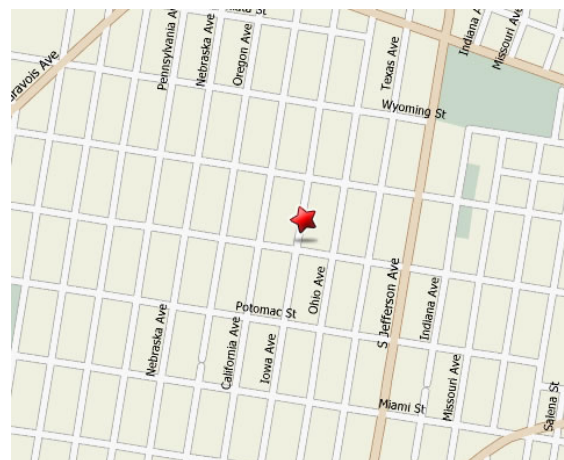
Credit Card #: _____

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

Name on Card: _____

Signature: _____

_____ Season Pass Holder Vegetarian Lunch
 _____ Total Amount Included with Registration



To register:
Online: www.stlattractions.org **e-mail:** SLAA@QABS.COM
Fax: (314) 845-1891 **Phone:** (314) 416-2233
Mail: SLAA, 4728 Hedgemont Drive, St. Louis, MO 63128