



St. Louis Attractions Association

December 2009/January 2010 Newsletter

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PRESIDENT'S CORNER

Karen Hagenow

We enter the holiday season with Thanksgiving, then look ahead to the New Year...it seems strangely fitting that my remarks this month should follow the same format! First, a huge thank you to Margaret Goodman and Michele Miller, co-chairs of the 2009 SLAA Silent Auction. Attendees enjoyed a lively evening with good food, great company and stellar shopping! Our special thanks also go to committee members Julie Donnelly, Tami Goldman and Julie Krull; our venue, Harrah's St. Louis Casino & Hotel; and our mailing sponsors, WHERE Magazine and the St. Louis Convention and Visitors Commission. To every individual and organization that contributed an item to the auction, our sincerest thanks. A portion of the event's proceeds benefit our Carole Moody Scholarship Fund, so we appreciate your continued support.

Now, on to the New Year! Look inside this newsletter for information about our January meeting, once again offered in roundtable format. We hope you can join us for what is sure to be an informative afternoon. Finally, keep checking your e-mail inbox—we're taking our membership renewals online this year! We hope you'll enjoy the added convenience, and look forward to a smooth process.

I hope everyone enjoys a wonderful holiday season. Best wishes to all of you!

Cheers,
Karen Hagenow
karen.hagenow@mobot.org

NEW BENEFIT FOR ATTRACTION MEMBERS

The St. Louis Attractions Association is often asked for a list of members that provide speaker services for groups throughout the St. Louis region. To facilitate this request and offer our Attraction members yet another benefit, we are looking at adding a section on the public portion our website. The "Key Note Speaker Series" addition to our website would list all attractions that provide a speaker for education, cultural and/or historical lectures, speeches and/or seminars on their attraction.

If your attraction offers this service, your attraction's name, an email address, phone number and contact person would be listed for organizations to contact you directly for details. If interested, please submit the following information to slaa@qabs.com: attraction, contact person, email address, and phone number.

IT'S MEMBERSHIP RENEWAL TIME

Starting in January you will receive a membership renewal email containing a link to SLAAS's new online membership renewal system. Payment options have been streamlined to allow renewing members the ability to pay by credit card or check.

SLAA JANUARY ROUNDTABLE PROGRAM AT NATIONAL SHRINE OF OUR LADY OF SNOWS

Mark your calendars now for the SLAA Roundtable on Wednesday, January 20, 2010. The meeting will be held at the National Shrine of Our Lady of the Snows (off IL 15) in Belleville, IL. The lunch menu is winter comfort food that is sure to warm you up on a cold January day: Shrine salad, Meatloaf with Creole Sauce, Mashed Potatoes and Gravy, Sweet Buttered Corn, Rolls & butter, Beverage, and Fresh Baked Pie. A vegetarian meal is also offered with Pasta Primavera with Red Sauce substituted for the meatloaf and potatoes. Vegetarian meals must be ordered 48 hours before the event. You'll be given this option on your registration form.

The topics and speakers for the Roundtable contain some "meat and potatoes" of marketing. You'll have the chance to move around and hear three separate presentations, so check out the list and choose your favorites.

- Planning Green Events - Rachel McCalla
- Public Affairs update -Laura Tobey
- Appreciation Marketing - Becky Jecha
- How to Market to Group Tours - Linda Jun
- Effective Event Promotion - Online / Beth Quick Andrews
- Mobile Marketing – Ted Zimmerman

Watch for the registration form in your email and plan now to attend!

MEETING SPONSORSHIPS AVAILABLE

Sponsorship of our March & May meetings are now available.

A sponsorship of a St. Louis Attractions Association Meeting includes:

1. Opportunity to greet incoming guest at the door
2. Your Company logo on meeting notices
3. Four minutes to speak at the meeting about your company
4. Distribution of your company materials (flyers/brochures) on every table.
5. Meeting sponsorship cost: \$125.00

If interested email Ted Zimmerman at Ted.M.Zimmerman@Disney.com.



Hosted by:



THE NATIONAL
SHRINE
OF OUR LADY OF THE SNOWS
MISSIONARY OBLATES
OF MARY IMMACULATE

Sponsored by:



SAINT LOUIS ATTRACTIONS ASSOCIATION

WEDNESDAY, JANUARY 20, 2010

11:00 A.M - 1:00 P.M.

SLAA Annual Roundtable - Start the New Year Right!

It's that time again...time for the **SLAA Annual Roundtable Program**! The topics and speakers for this year's roundtable will contain some of the "meat and potatoes" of marketing, so this is the perfect opportunity to invite your boss, co-workers, and friends in the hospitality industry to this annual forum, as well as a great way to introduce new employees to the hospitality community. You'll have the chance to move around and hear three separate presentations, making this a fun and educational opportunity to meet people and exchange ideas. The luncheon will also include the presentation of our annual **Spirit of St. Louis Awards**. Join us as we honor this year's winners of the Spirit of St. Louis Individual Award, the Spirit of St. Louis Program Award, and the Hall of Fame Award. Mark your calendar! You do not want to miss this information-packed meeting!

Check out the list of topics and choose your favorites!

- Planning Green Events, Rachel McCalla
- Public Affairs Update, Laura Tobey
- Appreciation Marketing, Becky Jecha
- How to Market to Group Tours, Linda Jun
- Effective Event Promotion - Online, Beth Quick-Andrews
- Mobile Marketing, Ted Zimmerman

Date: Wednesday, January 20, 2010
Location: National Shrine of Our Lady of the Snows
Pricing: \$25.00 Members
 \$30.00 Non-Members & Walk-Ins

Schedule:
 11:00 a.m. Registration & Networking
 11:30 a.m. Luncheon & Presentation of Spirit of St. Louis Awards
 12:00 p.m. Roundtable Program
 1:00 p.m. SLAA Announcements & Conclusion

Policies:

- Please make reservations by Noon, Friday, January 15, 2010.
- 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:
 National Shrine of Our Lady of the Snows
 442 S. DeMazenod Dr.
 Belleville, IL 62223

Directions:

From Downtown St. Louis (and West County): Take I-64 east across the Poplar St. Bridge to I-255 south, take I-255 south to IL State Highway 15 east (exit 17A), go 1 mile & Shrine is at the top of the hill on the right-hand side (15 minutes from downtown St. Louis).

From South County, St. Louis (also approaching St. Louis on I-55 north or I-44 east): Take I-270 south, (I-270 changes to I-255 in the vicinity of I-55), continue on I-255 north into Illinois, take IL State Highway 15 east (exit 17A), go 1 mile & Shrine is at the top of the hill on the right-hand side.

From North County, St. Louis (also approaching St. Louis on I-70 east): Take I-70 east across the Poplar St. Bridge to I-255 south, take I-255 south to IL State Highway 15 east (exit 17A), go 1 mile & Shrine is at the top of the hill on the right-hand side.

Name: _____

Company: _____

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.stlatractions.org **e-mail:** SLAA@QABS.COM

Fax: (314) 845-1891 **Phone:** (314) 416-2233

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

FEATURED ATTRACTION

Mildred Lane Kemper Art Museum

The Kemper Art Museum features cutting-edge special exhibitions, exceptional educational resources, and an outstanding collection of 19th, 20th and 21st century European and American art. It is a stimulating and unique site to experience art, culture, and education in St. Louis.

Part of the Sam Fox School of Design & Visual Arts at Washington University in St. Louis, the Mildred Lane Kemper Art Museum is committed to preserving and developing its art collection and continuing its legacy of collecting significant art of the time; providing excellence in art historical scholarship, education, and exhibition; inspiring social and intellectual inquiry into the connections between art and contemporary life; and engaging audiences on campus, in the local community, across the nation, and worldwide. The Mildred Lane Kemper Art Museum dates back to 1881 with the founding of the St. Louis School and Museum of Fine Arts at Washington University.

A new exhibition, *Sharon Lockhart: Lunch Break*, opens on February 5. Influential conceptual artist, Sharon Lockhart, explores midday activities of blue-collar workers. Also opening on February 5 are two additional exhibitions: *Allison Smith: Needle Work* and *American Indian Art and Iconography*. All three exhibits run through April 19, 2010.

Consider hosting your next event at the Mildred Lane Kemper Art Museum! The Kemper offers a unique, fresh, and affordable venue alternative in St. Louis. The museum's intimate—and stunning space—will help to make your next cocktail reception or seated dinner an absolute success.

The museum is located on Washington University's Danforth campus near the corner of Skinker & Forsyth



Interior view of the Mildred Lane Kemper Art Museum.

Boulevards. It is free and open to the public from 11 a.m. to 6 p.m. every day except Tuesday, open 11 a.m. to 8 p.m. on Friday. Visitor parking is available and the museum has easy access to MetroLink access.

Some of the Kemper Art Museums special event features include:

- a truly unique event experience: your guests can enjoy the art on display in our cutting-edge special exhibitions and outstanding permanent collection galleries
- easy planning and setup with a knowledgeable and attentive staff
- during the school year, if you like you can make arrangements for exhibition or collection tours with Washington University student docents
- they offer use of bar and/or buffet tables available free of charge, plus basic A/V equipment and podium for a nominal fee, which help to reduce or eliminate your rental costs

For more information about the Mildred Lane Kemper Art Museum visit www.kemperartmuseum.wustl.edu or contact SLAA member Kimberly Singer at (314) 935-4896 or kimberly_singer@wustl.edu.

SLAA PUBLIC AFFAIRS COMMITTEE UPDATE

Tourism Funding

Tourism funding in the state of Missouri continues to be at risk. The Missouri Division of Tourism's budget has been cut from its initial FY 2010 level of \$20-\$23 million to a current level of \$16.7 million. While budget cuts have been seen across almost every state agency, the cuts made to the Missouri Division of Tourism budget seem to be disproportionate when compared to the cuts made elsewhere.

Even though tourism has proven itself to be a reliable revenue generator and job creator, it is possible that additional cuts are still looming as Missouri's budget woes continue. It is vitally important that Missouri legislators continue to hear that their constituents care about the tourism industry and understand the role it plays in funding other areas of the Missouri economy. A cut in the tourism budget means a cut in the amount of revenue the state gathers from tourism-related taxes.

A new tourism website was recently unveiled – www.moneedstourism.com. A joint effort between a variety of tourism groups, this website has a wealth of information regarding the important role that tourism plays to the health of the Missouri economy. In addition to providing detailed economic statistics about the state tourism industry, it also provides a link where visitors can contact their state legislators directly from the website. Simply enter your name and county of residence and the website will link you to the appropriate legislator for your area. It even writes a clear and concise email full of tourism-related information for you to send to your legislator.

Take a moment to check out www.moneedstourism.com and share the information contained there with your colleagues and friends. Encourage everyone you know to contact their legislator and make their voices heard regarding the tourism industry.

New Faces in New Places

In early November, Katie Steele Danner was named the new director of the Missouri Division of Tourism, replacing R.B. "Bob" Smith who had been filling that role on an interim basis. Danner had previously been a deputy director with the Missouri Department of Economic Development. The Public Affairs committee welcomes Katie to her new role.

In other state-wide tourism news, Marci Bennett, has been elected chair of the Missouri Tourism Commission, a post previously held by Lt. Governor Peter Kinder. Kinder continues to serve the Missouri Tourism Commission as a member. A

Save the Date

Save the date of Tuesday, February 9, 2010 to storm Jeff City with your fellow SLAA members and lobby for tourism. More information coming soon. Questions, e-mail linda.eise@druryhotels.com.

SLAA HOSPITALITY UPDATE

Congratulations to Jill Hoven from Destination St. Louis for winning the 50/50 raffle for cash at the SLAA Silent Auction! Also thanks to Operation Food Search and Julie Lally for being present at the Auction to collect food donations from auction attendees. If anyone wants to make a direct donation, please email Julie at [julie.lally@yahoo.com](mailto:lally@yahoo.com) or visit the Operation Food Search web site at: www.ofsearch.org.

2009 SLAA ANNUAL AUCTION AT HARRAH'S VOODOO LOUNGE

On behalf of the Silent Auction Committee & SLAA Board of Directors, we would like to extend our gratitude to everyone who made this year's auction a success! Without the support of our members and surrounding communities, the event would not be made possible. A portion of the funds raised at the auction will go to the Carole Moody Scholarship, which has been a long standing tradition that all of us should be proud of. We would like to send a special thanks to Harrah's St. Louis Casino & Hotel & its amazing staff for providing a wonderful space and exceptional service.

A special note of appreciation to this year's Silent Auction Committee: Michele Miller, Harrah's St. Louis Casino & Hotel; Margaret Goodman, Maryland Heights CVB; Julie Krull, Destination St. Louis; Julie Donnelly, Fair Saint Louis/Celebrate St. Louis; Karen Hagenow, Missouri Botanical Garden; Tami Goldman, Missouri History Museum. Your efforts & dedication made this year's auction successful!

Thank You Donors!

Acorn Golf Links	Garden Gate Shop: Missouri Botanical Garden	Shepherd of the Hills Homestead & Outdoor Theatre
Adler Planetarium & Astronomy Museum	GIFTS	Sheraton Hotels at West Port
Admiral Party & Tent Rental	Gloria Ventura: Mary Kay Cosmetics	Showboat Branson Belle
AMS Auction Merchandise Source	Graceland, Home of Elvis Presley	South Grand Community Improvement District
American Kennel Club Museum of the Dog	Gretchen Wilson	St. Louis Convention & Visitors Commission
America's Incredible Pizza Company	Guido's Pizzeria & Tapas	St. Louis Rams
Anheuser-Busch Brewery Tours	Hard Rock Cafe St. Louis	St. Louis Sports Commission
Aquaport	Harrah's St. Louis Casino & Hotel	St. Louis Union Station
Aries Company, The	Hotelumiere - Lumiere Place Casino and Hotels	The Lifestyle Center: Medical Spa & Laser Center
Beauty Brands Salon Spa Superstore	Gateway Arch & Gateway Riverboat	Tivoli Theatre
Big Shark Bicycle Company	Jerome Place B/B	Trailnet
BlueBerry Hill	Kemp Auto Museum	Trainwreck Landing Inc.
Blue Owl Restaurant & Bakery, Inc	Laumeier Sculpture Park & Museum	Truman Presidential Museum & Library
Brunswick Zone XL	Madden Media	Verizon Wireless Amphitheater, St. Louis
Build-A-Bear Workshop	The Magic House	Westport Plaza
Cahokia Mounds State Historic Site	Mike Shannon's Restaurant	Where Magazine
Casa Loma Ballroom	Missouri Botanical Garden	
Challenger Learning Center - St. Louis	Missouri History Museum	
City Museum	Mount Pleasant Winery	
Clubhouse Inn & Suites	Museum of Science and Industry	
Concierge Preferred	Museum of Transportation, The	
Corner George Inn Bed & Breakfast	Onesto Pizza & Trattoria	
Creve Coeur Camera	Pasta House	
Crowne Plaza St. Louis Airport	PETCO Animal Supplies, Inc.	
Crowne Plaza St. Louis Downtown	Pin-Up Bowl	
CTM Media Group	Playhouse at Westport	
Cultural Festivals	Powell Gardens	
Dance St. Louis	Precious Moments	
Dave and Buster's	Radio Disney	
Destination St. Louis	Renaissance St. Louis Airport Hotel	
Discover St. Louis, LLC/Are We There Yet?, LLC	Repertory Theatre of St. Louis	
Drury Hotels	The Ritz-Carlton-St. Louis	
Favazza's Rose of the Hill	Royal Dumpe Dinner Theatre	
Fitz's American Grill & Bottling Works	Saint Louis Art Museum	
Fountain on Locust	Shedd Aquarium (Chicago)	
	Sheldon Concert Hall & Art Galleries	

BOARD OF DIRECTORS, 2009-2010

Executive Board

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Tami Goldman, Missouri History Museum

ST. LOUIS UPDATE

*Compiled by Jennifer Hollenkamp, St. Louis Convention & Visitors Commission,
jhollenkamp@explorestlouis.org*

Winter Magic Advertising Campaign

Winter Magic returns for a third year! This year's campaign started on 11/9 and runs until 2/14 in 16 markets within a 250 mile radius of St. Louis. Media includes a combination of radio, TV and Google Keyword Search. Over 60 member attractions, hotels, restaurants and shops have submitted offers to be on a special landing page – www.explorestlouis.com/magical. If you have not joined the program, there's still plenty of time to do so – just email your offer (25 words or less) and provide a logo or picture and a link to dmassey@explorestlouis.com.

Training & Development Calendar

The CVC is offering two programs that can help you

help your employees create a positive guest experience. *St. Lou is... Me* focuses on employees becoming St. Louis ambassadors. *St. Lou is... Hospitality* focuses on customer service for frontline employees. Find more detailed class descriptions, registration information and calendar on our website at www.explorestlouis.com/cvc/membership.asp. Click on the link on the left side of the page marked "Training & Development."

For more information, please contact Lorraine Gustavis at 314-992-0618 or lgustavis@explorestlouis.com.

ILLINOIS UPDATE

*Compiled by Pat White, Tourism Bureau of Southwestern Illinois,
pwhite@thetourismbureau.org*

Merry Christmas and Happy Holidays to all from Illinois!

Santa Claus is coming to town in a big way here! Nearly every community in our region has a parade, house tour, craft fair, light show or festival planned. The Holiday issue of Tourism Times has all the details. To receive a free copy, email pwhite@thetourismbureau.org or check our website www.thetourismbureau.org for the full calendar.

The Bureau is planning for our *25th Anniversary Celebration* in 2010. The Visitors Guide and Tourism Times will focus on the 25 Top Spots in the region encouraging visitors to check them out. We will also be running an online contest all year. Visit our website beginning in January for entry and prize details.

ST. CHARLES UPDATE

*Compiled by Pam Schulz, Greater St. Charles Convention & Visitors Bureau,
gscvcb@historicstcharles.com*

The holidays sparkle each year during our one-of-a-kind *Christmas Traditions* festival. Escape to an old-fashioned Christmas with storybook characters, Victorian carolers and Santas from around the world. Underneath a canopy of twinkling lights, stroll and stop in the shops for a little Holiday Shopping or take a break at our of our restaurants. Enjoy the pageantry of the Santa Parade each Saturday & Sunday, collect the Character Cards and learn a bit of Christmas history, or follow the procession of Mary & Joseph during Las Posadas on December 5th. Christmas Traditions continues through December 26.

For a complete listing of upcoming events, log-on to www.historicstcharles.com or www.stcharleschristmas.com.

New This Season ... Holiday Skate in Frontier Park November 27 through January 4. With yuletide carols floating in the air, you can twirl to your heart's content. Kids of all ages can interact with their favorite Christmas Traditions characters...on ice. Stop by the Katy Depot to sip hot chocolate or enjoy the winter ambiance of the Missouri riverfront...day or night. Admission is \$6 person, under 12 years \$5. Skate rentals available.

The National Cheerleading Association will be holding the St. Louis Classic on January 10th at the Family Arena. The Ice Skating Institute will be holding a competition January 15-17 at the St. Peters Rec Plex.

Area updates are compiled by liaisons to the SLAA Board. If you have information to include, please contact your representative directly via e-mail.