



# St. Louis Attractions Association

## June/July 2009 Newsletter

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### **PRESIDENT'S CORNER**

#### **Karen Hagenow**

Greetings from the Saint Louis Attractions Association Board of Directors! I'm very excited to take on the role of President for the upcoming year. I've been a member of SLAA for as long as I've been in the tourism industry, and can attribute many of the ideas, information and contacts I've made over the years to my active role in this group. Your membership in SLAA is truly what you make of it, so I encourage you to be an active participant in the organization as well. Attend meetings! Network with new members! Volunteer on a committee!

Our volunteer Board of Directors is here to serve you, so please don't hesitate to contact any of us with questions, comments or suggestions. The new Board for the 2009-2010 year is listed inside this newsletter, and our contact information is available on SLAA's Web site, [www.stlattractions.org](http://www.stlattractions.org).

I would like to say a special thank you to our outgoing Board member, Bill Iseminger of Cahokia Mounds State Historic Site, and our President, Michele Miller of Harrah's Casino. Thank you for your hard work and devotion to the organization. We know it's not goodbye, however; we'll surely see you at our membership meetings!

My door—or should I say, my inbox—is always open, so please feel free to e-mail me anytime. I look forward to the year ahead, and thank you for all you do to keep this organization thriving.

Cheers,  
Karen Hagenow  
[karen.hagenow@mobot.org](mailto:karen.hagenow@mobot.org)

### **2009-2010 SLAA INTERNSHIP BOOKLET**

Thank you to all the members who participated in this year's internship program. The guide has been distributed to local high schools & colleges and is also available online at [www.stlattractions.org](http://www.stlattractions.org). This program has been a successful way to promote your company's paid and unpaid internship opportunities to qualified students.

### **MAY MEETING RECAP**

Thank you to the Magic House for hosting our fantastic May meeting, and to our speaker, Phil Bruno. Special thanks also to CTM Media Group for their sponsorship.

# HOSPITALITY HELPING HANDS

## GEARING UP FOR 2009

Hospitality Helping Hands (HHH) is an umbrella of several St. Louis hospitality associations that come together for community service outreach. Associations participating include HSMIAI, SLAHA, ISES, SLCVC, SLCSA, MPI St. Louis and SLAA. The resources of all groups are combined for a larger impact.



HOSPITALITY'S HELPING HANDS

HSMIAI Missouri • MPI St. Louis • SLAA • SLAHA • ISES • SLCVC • SLCSA

MAKING A DIFFERENCE IN OUR COMMUNITY THROUGH VOLUNTEERISM

This year's project involves *backpacks and school supplies*. HHH will be working with the agency **Neighborhood Houses** through the support of the United Way. Specifics on this project will be provided in the near future.

In order to raise money for the project, HHH will host a Trivia Night on Friday, July 24. Cost is \$15 per player for teams of ten. More details to come soon!

Each organization involved is also asked to provide at least one gift basket for the silent auction held during the event. If your attraction or company would like to donate an item or admission tickets to be included in SLAA's gift basket, please contact Laurie K Howard at (636) 386-8442. Mark your calendar for a fun filled trivia night to benefit this worthy cause.

## MEMBERSHIP REMINDER

The SLAA membership is based on a calendar year, so anyone who joins June 1 through Nov. 30 is actually signed up for a year and a half; the Attraction membership will be \$112.50 and the Allied Membership will be \$165.00. From Dec. 1 through May 31, the Attraction membership is \$75 and Allied membership is \$110. Don't forget, each membership is for two people. Additional representatives are only \$5 each. Encourage potential new members to download an application today at [www.stlattractions.org](http://www.stlattractions.org).

## HOSPITALITY REPORT

Many thanks to all of our members who bought tickets to our Trip Raffle and 50/50 Raffle at the May meeting. We truly appreciate your ongoing participation and support.

Congratulations to Dan Krankeola with the Tourism Bureau Southwestern Illinois who won the 50/50 Raffle and to Sherri Cliffe of Cliffedge Marketing who won our May Trip Raffle that featured Historic St Charles. A special thank you to The Greater Saint Charles CVB and Mount Pleasant Winery who generously contributed to our May Trip Raffle. Cheers to the hospitality committee for working the room and selling those tickets at our monthly membership meetings. Way to go Denise Hufford and Leslie Davis.

The July Trip Raffle is a gearing up to be another great One-Tank Trip!

# **PUBLIC AFFAIRS REPORT**

## **Missouri Legislative Wrap-Up**

**Budgetary decisions highlighted the 2009 Missouri legislative session that ended May 15.** Thank you to everyone that wrote a letter, made a phone call or sent an e-mail to your state legislators, as they do make a difference.

The legislature approved a \$23 billion new state budget that includes \$23.7 million for the Division of Tourism, the same funding level as the agency has this fiscal year. The Division was one of the few state agencies not to have its budget cut for the new fiscal year beginning July 1. Gov. Jay Nixon had recommended the Division budget not be cut for the next fiscal year and the legislature agreed.

The legislature also passed nearly one billion dollars in spending of federal stabilization and stimulus money sent from Congress. Parts of the funds were used to prop up the new state budget. The remainder is to be used for major state capital improvement projects all across the state. The legislature kept in reserve about one billion dollars in federal stimulus money for potential budget shortfalls in the 2011 fiscal year. The governor must approve all spending proposals passed by the legislature before they can become law.

A major jobs bill was passed by the legislature in the closing hours of the session. The various provisions of the bill are expected to help businesses create from 2,000 to 5,000 new jobs. The bill also placed limits on several popular tax credits programs, including the historic preservation tax credits popular in the urban areas. The bill removes the state corporate franchise tax for small businesses.

Other bills that passed would:

- Remove the appropriation limit on the Missouri Arts Council.
- Change law regulating travel clubs.
- Allow for a four-day school week.
- Change lien procedures for outboard motors and vessels.
- Define boat docks as real property and require Lake of the Ozarks docks to display 911 addresses.
- Limit certain beer containers and coolers on the state's floating streams.

From: Dale Amick 5/18/09. Legislative Report is available on the MTC Web site at: <http://www.missouritravel.com/leg-update.htm>.

## **COMMUNITY OUTREACH**

We would like to thank those who contributed school supplies to KidSmart at the last meeting. The organization really appreciated the donated materials and will put them to good use! If anyone

is still interested in making contributions, they can send them or take the items to KidSmart Tools for Learning, 12175 Bridgeton Square Drive, Bridgeton, MO 63044, or call (314) 291-6211.

## **FAREWELL AND THANKS**

I would like to express my gratitude for serving on the Board the past few years and being able to work with and network with all the colleagues in the attractions industry. Although I will not be on the Board, I will continue to attend the bi-monthly luncheon meetings and look forward to seeing everyone there. I would

also like to extend my appreciation to those who have contributed to the various charities through community outreach program that I chaired this past year, and I encourage the members to continue to do so.

*Bill Iseminger*

## FEATURED ATTRACTION

### *Cahokia Mounds State Historic Site*

Cahokia Mounds was the largest prehistoric Indian settlement north of Mexico and included the greatest concentration of mounds (120), at the center of which is 100-foot-high Monks Mound, the largest prehistoric earthwork in the Americas. The site was occupied from AD 700-1400, primarily by the Mississippian culture, covered nearly six square miles, and at its peak around AD 1100, may have had 10,000 to 20,000 inhabitants. Archaeologists have discovered the former location of a Woodhenge sun calendar and a two-mile long Palisade wall, and reconstructions mark the locations of these. Summer excavations continue to reveal more about this fascinating site and visitors may observe the digs when they are in progress.



Indian-made items, including jewelry, pottery, books, artifact reproductions, posters and T-shirts. Seasonal guided tours are available and self-guided tours are available year-round. A variety of special events are held throughout the year, including Kids Day, the Contemporary Indian Art Show, Archaeology Day, winter lecture series, Indian Market Days, and much more.



Besides being a State Historic Site, Cahokia is also a National Historic Landmark and a UNESCO World Heritage Site. A world-class Interpretive Center tells the story of the site and the people who built it with audiovisual presentations, artifacts, graphics and dioramas, including a life-size village recreation. It also features an excellent gift shop with many

Cahokia Mounds is administered by the Illinois Historic Preservation Agency, but will become part of the Illinois Department of Natural Resources July 1, 2009. The Interpretive Center is open from 9 a.m. to 5 p.m. seven days a week, May 1 through Oct. 30, and closed Mondays the rest of the year; the grounds are open from 8 a.m. to dusk. The site is closed New Years, M.L. King, Presidents, Columbus, General Election, Veterans, Thanksgiving and Christmas Days, but it is open Easter Sunday, Memorial Day, July 4th, and Labor Day. There is no admission fee, but a donation of \$4 for adults and \$2 for children is suggested. All groups must preregister by calling (618) 398-5995.

For more information call (618) 346-5160, or write to Cahokia Mounds State Historic Site, 30 Ramey Street, Collinsville, IL 62234. E-mail: [cahokia.mounds@sbcglobal.net](mailto:cahokia.mounds@sbcglobal.net), and web page: [www.cahokiamounds.org](http://www.cahokiamounds.org).



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 EthicalFactor<sup>SM</sup>**

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 EthicalFactor<sup>SM</sup> (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?

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

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

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

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

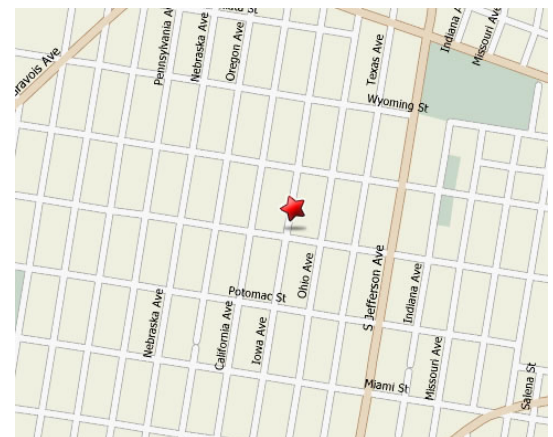
Credit Card #: \_\_\_\_\_

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.stlattractions.org](http://www.stlattractions.org) **e-mail:** [SLAA@QABS.COM](mailto:SLAA@QABS.COM)  
**Fax:** (314) 845-1891 **Phone:** (314) 416-2233  
**Mail:** SLAA, 4728 Hedgemont Drive, St. Louis, MO 63128

## BOARD OF DIRECTORS, 2009-2010

### Executive Board

#### *President:*

Karen Hagenow, Missouri Botanical Garden

#### *President-elect:*

Laurie Howard, Gifts

#### *Vice President-Finance:*

Tara Creamer, Gateway Arch Riverfront

#### *Vice President-Administration:*

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Angie Carr, Saint Louis Science Center

Ronda Mertens-Theim, Madden Media

Debbie Murphy, Debbie Murphy Studio  
Margaret Goodman, Maryland Heights CVB

Kathi Weilbacher, Trailnet

Ted Zimmerman, Radio Disney

#### *St. Louis Liaison:*

Jennifer Hollenkamp, St. Louis CVC

#### *Illinois Liaison:*

Pat White, The Tourism Bureau Southwestern Illinois

#### *Past President:*

Michele Miller, Harrah's Casino & Hotel

#### *Ex-Officio Director:*

Tami Goldman, Missouri History Museum

## ST. LOUIS UPDATE

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

### All-Star for Everyone

The CVC has teamed up with area hotels to offer the All-Star for Everyone promotion which packages hotel accommodations with FanFest tickets in order to drive more visitors to St. Louis during the days leading up to the All-Star Game. The promotion is being supported by radio commercials voiced by Ozzie Smith on the Cardinals Radio Network and e-postcards sent to consumers within 450 miles of St. Louis.

### St. Louis Takes the Show on the Road

During the months of April and May, the CVC took the show on the road and set up a St. Louis "booth" in Minor League baseball stadiums in Memphis, Springfield, MO and Indianapolis. The St. Louis booth was also set up in Chicago directly across from Wrigley Field. CVC staffers at the booth and street teams in Memphis and Chicago handed out St. Louis goodies themed "St. Lou is...Baseball Heaven" which plays off

of our rich baseball spirit and highlights the great variety of attractions that we have to offer. Potential visitors also could register to win a dream weekend in St. Louis.

### Meet the Trainer

The CVC is pleased to introduce Lorraine Gustavis as the new Brand Experience Trainer. Most recently, Lorraine headed up the Global Training Program at The Ritz Carlton, St. Louis. If you would like more information on the two training programs currently offered – St. Lou is...Me and St. Lou is...Hospitality, please contact Lorraine at [lgustavis@explorestlouis.com](mailto:lgustavis@explorestlouis.com) or (314) 992-0618.

### Save the Date

Annual Meeting & Hospitality Heroes Recognition  
Thursday, Sept. 17  
11:30 a.m. – 1:30 p.m.  
Ferrara Theatre at America's Center

## ILLINOIS UPDATE

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

Summer is here and bringing lots of visitors to Southwestern Illinois. The Tourism Bureau Southwestern Illinois is encouraging two- and three-day getaways for people who want to vacation close to home. For example, Fairview Heights is offering an overnight golf package that includes 36 holes of golf at Stonewolf Golf Club and/or Far Oaks Golf Club with a hotel stay at Drury Inn & Suites, Ramada or Sheraton by Four Points. We're also excited about the All Star Game coming to St. Louis, and we're ready to welcome

sports fans who stay on the Illinois side of the River. Speaking of sports, the Amateur Trapshooting Association's Grand American tournament will be held Aug. 5-15 at the World Shooting & Recreational Complex in Sparta, Ill. This is the largest trap shooting event in the world, bringing over 40,000 participants, vendors and spectators to the area. Everyone is invited to check out this first-class facility and watch the shooters compete. For more info, call 800-442-1488 or visit [www.thetourismbureau.org](http://www.thetourismbureau.org).

## ST. CHARLES UPDATE

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

### **Group Day Tours Now Available through Wine Country**

The Historic MO Wine Country Committee, working with the St. Charles CVB to promote tourism in southwestern St. Charles County, has put together a selection of guided tours highlighting shops, wineries and rich history of area. Participants can choose from three day tours offered Wednesday through Friday (Ladies Day Out, Into the Past – Historical Tour, or Taste of Missouri Wines), all of which can be arranged for groups of ten or more. Cost determined by size of group and transportation.

### **Media/Advertising**

Christmas Traditions will be featured in the year-end edition of Midwest Traveler magazine. Events will be advertised in the Go! section of the St. Louis Post-Dispatch. St. Charles TV spots are airing ten times during Cardinal games (outside of metro area) through June. Several upcoming magazine ads include Good Housekeeping, Oprah and Better Homes and Gardens magazines.

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

### **Special Events**

Come celebrate Riverfest (July 2 through 4) with music, carnival, food, vendors, parade and FIREWORKS (July 3 through 4). Lots of great outdoor concerts including Music on Main and Hot Summer Nights. Log-on to [www.historicstcharles.com](http://www.historicstcharles.com) for a complete listing of events.

### **Sports**

St. Charles Welcomes: Super Series 11U & 14U National Championship Baseball Tournament, July 11 and 10 at the Ozzie Smith Sport Complex; John Howard Triathlon, July 19 in New Town ;and the National Junior Disability Championships, July 25 through Aug. 1 at the St. Peters Rec Plex and St. Charles West H.S.

### **CVB Staff News**

Martha Little, CMP, was promoted to Director of Sales. Welcome to our new Sales Manager, Jani Torrence.