



St. Louis Attractions Association

October/November 2009 Newsletter

4728 Hedgemont Drive | St. Louis, MO 63128
Phone: 314.416.2233 | Fax: 314.845.1891 | www.stlattractions.org



PRESIDENT'S CORNER

Karen Hagenow

Happy fall! As the year begins to wind down, I'm sure there's only one thing on your mind – **SLAA Silent Auction!** Okay, maybe you do have other important things on your agenda, such as staying on top of your work load or keeping your home life running smoothly, but that doesn't mean you can't take time out for a little fun with a cause! The SLAA Silent Auction is the primary fundraiser for our Carole Moody Scholarship Fund. Each November, we look to our membership to help us make the event a success. There are two ways you can participate. One, please donate an auction item or package by Nov. 2. It's a great opportunity to enhance visibility for your organization at the event, and hopefully bring in new clientele. Second, please shop, shop, shop! The auction is the perfect opportunity to jump-start the holiday season and purchase unique gifts. Please join us on **Wednesday, Nov. 18 from 4 to 7 p.m.** at the **VooDoo Lounge of Harrah's St. Louis Casino & Hotel**. Extend the invite to your family, friends and neighbors, all welcome to attend. Look for details inside the newsletter.

In other business, we asked the membership both at the July meeting and via a July 21st e-blast to vote on whether they'd support ceasing our professionally-printed directory for an online, downloadable .pdf. The overwhelming majority supported this change, which will save SLAA \$1,450 in expenses that were an encumbrance on our budget. (Advertising income has failed to offset this expense, resulting in a deficit.) Starting with the 2010-2011 directory, *members will still have access to the same booklet layout they are used to*, only the directory will be available to self-print from the SLAA Web site. We've added a quarterly booklet update, which we weren't able to provide before, and members can now print as many copies as they need for their organization. For those that do not have Web or printer access, we'll provide a one-time office-printed copy upon request. The current searchable, online directory component will remain unaffected. Both directory formats will be password protected. Thanks in advance for your support of this change, which takes effect May 2010.

Finally, keep a lookout for end-of-year membership renewals to also go online this year! We'll be using the same Cvent program that we currently use to distribute meeting notices. We hope you will enjoy this more efficient process!

Just a reminder, portions of www.stlattractions.org are password protected for current SLAA members. If you forget the password, send an e-mail to info@stlattractions.org and we'll get it to you.

Cheers,
Karen Hagenow
karen.hagenow@mobot.org

DONATIONS SOUGHT FOR OPERATION FOOD SEARCH AT SLAA ANNUAL AUCTION AT HARRAH'S VOODOO LOUNGE



**OPERATION
FOOD
SEARCH**

SLAA is hosting a food drive at our annual auction on November 18 from 4 to 7 p.m. at Harrah's St. Louis Casino & Hotel in the VooDoo Lounge. Please help us warm up some hearts by filling up Operation Food Search's donation bins this fall. For more information about Operation Food Search visit www.ofsearch.org.

Established in 1981 to address the growing problem of hunger, Operation Food Search has become the largest distributor of free food in the bi-state area helping to feed the region's poor. Operation Food Search distributes more than 1.5 million pounds of food and household items to 250 community partner agencies

that in turn feed 100,000 poor people every single month. Nearly half the recipients are children. The OFS service area includes 30 Illinois and Missouri counties surrounding the City of St. Louis. Items they are in most need of:

Canned meat and tuna	Powdered milk
Soups and chili	Canned fruit
Peanut butter and jelly	Juice and juice boxes
Rice and Pasta	Baby food
Pasta Sauce	Raisin boxes
Beans	Granola bars
Canned vegetables	
Hot and cold cereals	



**They also collect personal care items like toilet paper, toothbrushes, toothpaste, deodorant, shampoo and soap.

SEPTEMBER MEETING RECAP

Our September meeting was sponsored by Madden Media and the St. Louis Convention & Visitors Commission. Hosted by Gateway Arch Riverfront aboard the Becky Thatcher, the meeting featured a panel discussion of Transportation Updates. Thank you to panelists – Marc Magliari of Amtrak, Dianne Williams of Metro, Linda Wilson of MoDOT, Susan Stauder of RCGA, Jeff Lea with Lambert International Airport – and to our moderator Tom Etling of Metro/Gateway Arch Riverfront.

The September SLAA Trip Raffle raised \$115. Congratulations to trip winner Ted Zimmerman, who won a trip to Lake of the Ozarks with accommodations

and dining vouchers. Our 50/50 Raffle raised \$41. Bill Iseminger was the winner.



**Above: Becky Thatcher and Tom Sawyer
riverboats on the St. Louis Riverfront**



Hosted by:



SAINT LOUIS ATTRACTIONS ASSOCIATION

WEDNESDAY, NOVEMBER 18, 2009

4:00 P.M. - 7:00 P.M.

Jumpstart Your Holiday Shopping at the SLAA Silent Auction!

Invite your adult friends, family, co-workers, and neighbors to join the fun at the Saint Louis Attractions Association's annual **Silent Auction**. The event will be held **Wednesday, November 18th from 4 to 7 p.m.** at **Harrah's St. Louis Casino & Hotel in the VooDoo Lounge**. Tickets include hot appetizers, one drink ticket, and a cash bar. And what would a silent auction be without fabulous items? We accept Visa, MasterCard, Discover, and American Express so come prepared to shop! We'll also hold a 50/50 raffle for cash. This is the one event of the year open to the general public, so please feel free to bring guests to the silent auction! **Tickets are \$30 for the public, and only \$25 for SLAA members.** A portion of the proceeds from the silent auction benefits SLAA's Carole Moody Scholarship Fund. Please join us in supporting our only fundraiser of the year!

The Saint Louis Attractions Association will also be collecting donations for **Operation Food Search** at the Silent Auction. Established in 1981 to address the growing problem of hunger, Operation Food Search has become the largest distributor of free food in the bi-state area helping to feed the region's poor. They distribute more than 1.5 million pounds of food and household items to 250 community partner agencies that in turn feed 100,000 poor people every single month. Nearly half the recipients are children. Operation Food Search is most in need of: Canned meat and tuna, soups and chili, peanut butter and jelly, rice and pasta, beans, canned vegetables, hot and cold cereals, powdered milk, canned fruit, juice and juice boxes, baby food, raisin boxes, and granola bars. They also collect personal care items like toilet paper, toothbrushes, deoderant, shampoo and soap.

Date: Wednesday, November 18, 2009
Location: Harrah's St. Louis Casino & Hotel - VooDoo Lounge
Pricing: \$25.00 Members
\$30.00 Non-Members & Walk-Ins

Schedule:
4:00 p.m. Registration
4:00 - 6:30 p.m. Silent Auction
7:00 p.m. Adjournment

Policies:

- Please make reservations by Noon, Friday, November 13, 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:

Harrah's St. Louis Casino & Hotel
VooDoo Lounge
777 Casino Center Dr.
Maryland Heights, MO 63043

Parking is free in the lot, parking garage or valet.

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
_____ Total Amount Included with Registration

To register:

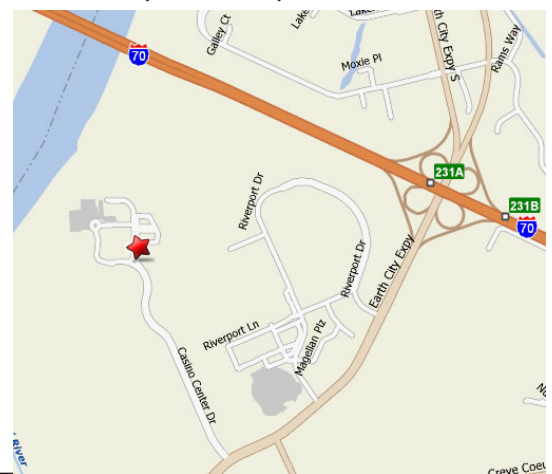
Online: www.stlattractions.org **e-mail:** SLAA@QABS.COM
Fax: (314) 845-1891 **Phone:** (314) 416-2233
Mail: SLAA, 4728 Hedgemont Drive, St. Louis, MO 63128

Directions:

From Downtown: Take 70 West for 3.7 miles. At Exit 231A, take ramp right & follow signs for Earth City Expressway South for 1.4 miles. Turn right at 4th stop light onto Casino Center Dr.

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.



FEATURED ATTRACTION

Brunswick Zone XL in St. Peters

Why spend time planning a corporate outing when it can be as simple as making one phone call? Brunswick Zone XL in St. Peters is a 57,000 square foot smoke-free facility featuring a large game room with over 75 video and redemption games, a multilevel laser tag arena, 38 divided bowling lanes with food and beverage service on the lanes, a spacious and cozy full-service bar & grill and three large meeting rooms that can accommodate up to 130 people with restaurant style dining options.



Brunswick Zone XL's fabulous and dedicated staff offers a array of event options from hosting a casual buffet on the lanes to a providing magnificent dining experience in their event rooms to offering a complete buy out of their facility for up to 1000 people.



The facility also hosts many religious, organizational and school fundraisers including Junior Achievement, a non-profit, 501c (3) organization dedicated to educating students in grades K-12 about entrepreneurship, work readiness, and financial literacy through experiential, hands-on programs. Junior Achievement is funded entirely by the business community, individuals, foundations, and special events such as their Bowl-A-Thon fundraisers. The Bowl-A-Thon is JA's signature fundraising event and last year alone, had over 2,500 participants from more than 35 companies.



For more information about new SLAA member Brunswick Zone XL call event manager Robyn Niedringhaus at (636) 474-2695, or visit Brunswick Zone XL at 8070 Veteran's Memorial Parkway in St. Peters MO. E-mail: sd.bz.st.peters@brunbowl.com, and Web page: www.bowlbrunswick.com.



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2009 Silent Auction

**With a portion of the proceeds benefiting
The Carole Moody Scholarship Fund**

Wednesday, Nov. 18, 2009 from 4 to 7 p.m.

Location to follow.

If you would like to support the SLAA Silent Auction and Scholarship Fund with an auction item donation, please complete and return the following form via mail or fax to auction co-chairperson Margaret Goodman or to the SLAA business office. **All forms and donations must be received by Monday, Nov. 2, 2009.**

Organization Name: _____

Contact Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

E-mail: _____

Website: _____

Item Description: _____

Value: \$ _____

Please check one: I will mail donation prior to Monday, Nov. 3 to one of the addresses below.

Donation enclosed.

Please contact Margaret Goodman at (314) 275-9964 or via e-mail at margaret@mhcvb.com regarding pick up arrangements.

Donations may be sent to:

Margaret Goodman
Maryland Heights CVB
542 Westport Plaza
St. Louis, MO 63146
Phone: (314) 275-9964
Fax: (314) 275-9942
E-mail: margaret@mhcvb.com

St. Louis Attractions Association
Attn: Silent Auction
4728 Hedgemont Drive
St. Louis, MO 63128
Phone: (314) 416-2233
Fax: (314) 845-1891

Questions? Call the SLAA office at (314) 416-2233. Thank you for your support!

Recognition is a powerful motivator; it validates our work, inspires us to higher achievements and sets examples and standards for others around us to meet and surpass.



2009 SPIRIT OF ST. LOUIS AWARDS CALL FOR NOMINATIONS

The St. Louis Attractions Association Spirit of St. Louis Awards recognize excellence and outstanding achievement in the past year.

Eligible nominees may have served in any of a variety of positions, ranging from front-line service to management, at an attraction, hotel, restaurant, or with any other associated or affiliated industry. 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.

**You are welcome to make unlimited nominations.
Deadline for nominations is Friday, November 13, 2009.**

Once all nominations have been received, the nominator will receive a letter and instructions for submitting an award entry. The deadline for award entries is Friday, December 11, 2009. Entry forms are available on Each entry will be reviewed according to its individual merit, against stated criteria, and not in comparison to any other entry.

Please contact this year's Spirit Awards chair, Frances Percich, with any questions you may have: 314-421-6699 ext. 7032 or frances.percich@am.jll.com.

*The 2009 Spirit of St. Louis Awards will be presented at the
SLAA Roundtables Luncheon on Wednesday, January 20, 2010.*



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2009 Spirit of St. Louis Awards Nomination Form

The purpose of the Spirit of St. Louis Awards is to honor those members of the attractions and hospitality industry that go the extra mile and put forth exemplary effort in helping to further the goals and objectives of the industry and the St. Louis Attractions Association. The Association recognizes these noteworthy achievements at the January meeting.

Eligible nominees may have served in any of a variety of positions, ranging from front-line service to management, at an attraction, hotel, restaurant, or with any other associated or affiliated industry. 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. You are welcome to make unlimited nominations.

The 2009 awards cover the time period from November 1, 2008 to November 1, 2009. Nominations are accepted at any time throughout the year, but must be submitted to the SLAA office **by close of business on Friday, November 13, 2009.**

- Spirit of St. Louis Award, Individual:*** The nominated individual exemplifies the spirit of the tourism and hospitality industry in the St. Louis region.

Name of Nominee: _____ Organization: _____

- Spirit of St. Louis Award, Program:*** The nominated program, activity or event has contributed to the St. Louis region in that it raised public awareness, increased visitorship, or in general had a positive impact on the tourism and hospitality industry.

Program or Activity: _____ Organization: _____

Contact Name: _____

- Hall of Fame Award:*** This is SLAA's highest award, reserved for individuals who have made and sustained noteworthy contributions that have had a broad impact on the tourism and hospitality industry. Nominees must have served in the industry for more than 10 years.

Name of Nominee: _____ Organization: _____

Your Name: _____ Your Organization: _____

Phone: _____ Email: _____

Return to: St. Louis Attractions Association, 4728 Hedgemont Dr., St. Louis, MO 63128
You may also submit nominations via fax to: (314) 845-1891 Questions: (314) 416-2233

BOARD OF DIRECTORS, 2009-2010

Executive Board

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Karen Hagenow, Missouri Botanical Garden

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Debbie Murphy, Debbie Murphy Studio
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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*

Holiday Magic Tradeshow

Holiday Magic, the CVC's brand new holiday show, will debut December 4-6 at America's Center, just in time for holiday shopping for locals and visitors alike. There will be holiday décor and gift vendors, a dazzling light show, full-scale carnival, live entertainment, and much more. We invite you be part of this inaugural season to be a sponsor, exhibitor or possibly, a media partner. Check out the website for more information at www.stlholidaymagic.com. For more detailed information, contact Cris Gallagher, Tradeshow Development Manager, at (314) 992-0631 or cgallagher@explorestlouis.com.

Winter Magic Advertising Campaign

The CVC is again launching a campaign from mid-November through the end of February to promote

shopping and special events in St. Louis. CVC members are encouraged to provide online coupons available on www.explorestlouis.com. Area hotels are encouraged to build special packages themed around shopping and winter events. The campaign will be advertised through radio and television in markets within a 250-mile radius of St. Louis. A Google keyword search campaign will also be enhancing the media buy. If you are interested participating or would like more information, please contact Jen Hollenkamp at 314-992-0642 or jhollenkamp@explorestlouis.com.

Mark Your Calendar!

CVC Holiday Party

CVC Offices at America's Center – 3rd Floor

Tuesday, December 10

5-7 p.m.

ILLINOIS UPDATE

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

The Tourism Bureau Southwestern Illinois will welcome the Illinois Council of Convention and Visitors Bureaus for their Fall Membership meeting in October. The meeting will be held at the Regency Conference Center and Hilton Garden Inn in O'Fallon. CEOs and Directors of the state bureaus and regional offices and representatives from the Illinois Bureau of Tourism are expected. They will be wined and dined at Fezziwig's Marketplace and Dr. Jazz Soda Fountain & Grill in Lebanon on Tuesday, then at Cahokia Mounds State Historic Site at a catered dinner Wednesday. We plan

to show off the area as much as possible in a limited amount of time!

Pat White, Marketing Director of the Tourism Bureau and Brett Stawar, CEO of the Alton Regional CVB attended the Travel Media Showcase in Montgomery, AL in September. There was a lot of interest in Southwestern Illinois, and we plan to partner and arrange fam trips for the journalists we met. Kudos to the Montgomery CVB for extending us true Southern hospitality.

ST. CHARLES UPDATE

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

The City of St. Charles will celebrate the 200th Anniversary of its 1809 incorporation as a village. During October 9-13 the city will host a series of festivals, events, concerts and parades for residents & visitors. Other events planned this fall include the Life is Good Festival October 17 & Christmas Traditions beginning November 27. For a complete listing of upcoming events, log-on to: www.historicstcharles.com.

Summer edition of *Midwest Living* featured an article Celebrations – Your Calendar of Midwest Events. Out of nine events mentioned in the state of Missouri ... St. Charles' largest event - *Festival of the Little Hills* was one of them.

This year St. Charles will be offering residents & visitors the opportunity for skating. An *Ice Rink* will be in Frontier Park from November 27 through January 3.

The *World-Famous Budweiser Clydesdales* made a Bicentennial Visit to Historic Main Street on July 17th. The team stopped at each proprietor location currently serving AB products offering a free case of beer compliments of the company while thousands snapped pictures and followed the team as they trekked through town.

This is the perfect season to explore the spectacular *Historic Missouri Wine Country* located along Highway 94. This area is home to several excellent Missouri wineries, unique specialty shops, B&B's, attractions and more. The Katy Trail State Park, hiking & biking trail, runs through this area.

At the St. Peters Rec Plex on October 9-12 will be the *North American Prospects Hockey League Tournament* & November 13-14 the *Missouri State High School Activities Association Boys State Swimming & Diving Championships*.

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