



# St. Louis Attractions Association

## June/July 2010 Newsletter

1693 S. Hanley Road | St. Louis, MO 63144  
Phone: 314.416.2233 | Fax: 314.845.1891 | [www.stlattractions.org](http://www.stlattractions.org)



### **PRESIDENT'S CORNER**

#### **Laurie Howard**

A new season has begun for St. Louis Attractions Association. I am thrilled to begin my new role as President of SLAA this year. Born and raised in St. Louis, I am a hometown cheerleader. I have worked within the St. Louis hospitality industry for many years in several capacities. It was a natural fit to join SLAA. Once I attended a meeting I immediately became an active member.

As a member I encourage you to make the most of your membership. SLAA was formed as an organization “to exchange ideas, methods and information pertaining to all aspects of the operation and administration of an attraction and its impact on the tourism industry.” Being an active member allows you to form great relationships with other members to exchange ideas and support. Volunteer on a committee; attend membership meetings and networking events. It is you that makes the St. Louis Attractions Association a vibrant and thriving organization.

The 2010-2011 Board of Directors consists of a group of dynamic and enthusiastic members that are extremely approachable. Their contact information is available on SLAA’s website [www.stlattractions.org](http://www.stlattractions.org). You can contact anyone of us with your questions, comments and suggestions.

We look forward to seeing you and your guests at the Allied Trade Show on July 21st at Dave and Busters. The details are also listed within this newsletter.

Thank you for making SLAA flourish. I am looking forward to a great year.

Laurie K. Howard  
[Laurie@GiftsStLouis.com](mailto:Laurie@GiftsStLouis.com)

### **IN MEMORIAM – RALPH SCHRADER**

The Saint Louis Attractions Association extends our condolences to our friends and colleagues at Mount Pleasant Winery upon the loss of general manager Ralph Schrader in May. Our thoughts are with you.

## **WELCOME NEW SLAA MEMBERS**

**Allied Member** - Butler's Pantry. **Contacts:** Barb Dieckmann & Sarah Glass

*Full service catering and event planning. Exclusive caterer for Palladium Saint Louis, Piper Palm House, and Café Madeleine in Tower Grove Park, Missouri History Museum and Bixby's Restaurant in Forest Park and Danforth Plant Science Center.*

## **BOARD OF DIRECTORS, 2010-2011**

### **Executive Board**

#### *President:*

Laurie Howard, Gifts

#### *President-elect:*

Tara Creamer, Metro/Gateway Arch Riverfront

#### *Vice President-Finance:*

Frances Percich, St. Louis Union Station

#### *Vice President-Administration:*

Ted Zimmerman, Radio Disney

### **Directors**

Sue Albers, Destination St. Louis

Julie Donnelly, Celebrate St. Louis/Fair St. Louis

Pat Eisel, Barnes-Jewish Hospital

Leah Joyce, Cahokia Mounds State Historic Site

Monietta Slay, CTM Media Group

#### *St. Louis Liaison:*

Jennifer Hollenkamp, St. Louis CVC

#### *Illinois Liaison:*

Dan Krankeola, The Tourism Bureau Southwestern Illinois

#### *Past President:*

Karen Hill, Missouri Botanical Garden

#### *Ex-Officio Director:*

Michele Miller, Harrah's Casino & Hotel

## **MAY MEETING RECAP**

On Wednesday, May 19 the Hawken House and V. Catering & Events provided a beautiful and quaint location for SLAA members to learn more about the emerging world of mobile marketing. We would like to extend a special thank you to Monietta Slay, Hawken House, V. Catering & Events and our sponsor, The Missouri History Museum. Congratulations to Anne McGinnis for winning the Trip Raffle and to Michele Miller for winning the 50/50 Raffle. Also, thanks to everyone that donated to the hearing impaired!

## **2010-2011 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.slattractions.org](http://www.slattractions.org). This program has been a successful way to promote your company's paid and unpaid internship opportunities to qualified students.



SAINT LOUIS ATTRACTIONS ASSOCIATION  
 WEDNESDAY, JULY 21, 2010  
 ALLIED TRADE SHOW & LUNCHEON MEETING

**How To's of Effective Networking**

Presented by: Cheri Hanstein, President, Networking Works! LLC

Expand your circle of influence and build relationships through networking that works! Cheri will present some "How To's" of effective networking. Participants will experience networking in action and walk away with new techniques to put into practice. Participants will learn:

- What is and what isn't networking
- Networking best practices
- How to enter a room with confidence
- Follow-up techniques
- Networking in action

Cheri Hanstein is the president of Networking Works! LLC, a company that specializes in helping organizations expand their circle of influence and build relationships through effective networking.

During the networking portion of the meeting we will hold the **Sixth 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, and entertainers. The diverse mixture makes the opportunities endless.

In addition, the **2010 Saint Louis Attractions Association Carole Moody Scholarship** will be presented to deserving students who have expressed an interest in establishing a career in the tourism/hospitality industry.

**Date:** Wednesday, July 21, 2010  
**Pricing:** \$25.00 Members  
 \$35.00 Non-Members & Walk-Ins

**Schedule:**  
 11:00 a.m. Registration & Networking  
 11:00 a.m. - 11:45 a.m. Allied Trade Show  
 11:30 a.m. Luncheon & Program  
 1:00 p.m. SLAA Announcements & Conclusion

- Policies:**
- Please make reservations by Noon, Friday, July 16, 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:**  
 Dave & Buster's  
 13857 Riverport Dr.  
 Maryland Heights, MO 63043

**To register:**  
**Online:** [www.stlattractions.org](http://www.stlattractions.org)  
**e-mail:** SLAA@QABS.COM  
**Fax:** (314) 845-1891  
**Phone:** (314) 416-2233  
**Mail:** SLAA  
 1693 S. Hanley Rd.  
 St. Louis, MO 63144

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

## FEATURED ATTRACTION

### *Kemp Auto Museum*



Explore one of the finest collections of Mercedes Benz in the world at the Kemp Auto Museum. The museum displays historically significant and artistically inspired automobiles from the very earliest to the contemporary for public enjoyment and educational enrichment.

The Kemp collection includes rare and vintage European automobiles from the turn of the century to modern day. Home to one of North America's finest private collections of Mercedes Benz ever displayed in one location; the Kemp Auto Museum exhibition was 30 year process that began when our Fred M. Kemp, Sr. purchased his first Mercedes Benz.



Kemp spent many years researching and acquiring the 40+ rare and classic automobiles currently found in our collection and in 2004, after his passing, he donated his collection to the museum for exhibition and education. Today, the Kemp Auto Museum displays automobiles from all over the world, each carefully selected and artfully displayed in our gallery for our visitors to learn from and enjoy! To find out more about the Kemp collection contact Terry Trowbridge at (636) 537-1718, ext. 15.



The Kemp Museum Services staff has a unique understanding of what it takes to make an event truly classic. They offer a full range of meeting and event services including complete planning and implementation of your event, décor, catering, entertainment, wedding planning and coordination and more! The museum can accommodate groups from 25 to 1,600. A dazzling pavilion and showroom offer an exciting alternative for meetings, conferences and receptions. For more information on booking the museum for your next fundraiser or private event, contact us at (636) 537-1718 or email [events@kempautomuseum.org](mailto:events@kempautomuseum.org).

The museum is located 16955 Chesterfield Airport Road, Chesterfield, MO 63005. Admission is \$8 for adults, \$6 for seniors and \$3 for children ages 3 to 12. It is open to the public from 10 a.m. to 5 p.m. Wednesday through Sunday. For more information visit [kempautomuseum.org](http://kempautomuseum.org).

# SLAA PUBLIC AFFAIRS COMMITTEE UPDATE

*Missouri Travel Council Legislative Update by Gary Figgins – May 26, 2010*

Missouri has not been immune to the national economic downturn, and while the Show-Me State has weathered economic difficulties before, this year will be remembered as the perfect economic storm that brought about massive cuts to state government. In the midst of these cuts is the Division of Tourism, which next year will operate with 30 percent less money than it did this year.

Governor Nixon's recommendation for \$20.4 million in tourism spending for Fiscal Year 2011 appears to have been doomed before it was ever presented to legislators back in January. It was only a few short weeks after presenting the budget that the Governor's budget office began advising House and Senate appropriations leaders to make cuts to his original proposal. Several attempts to cut tourism funding in the House were beaten back by legislators who understand that tourism spending provides a trackable return on investment, and tourism seemed to fare better than other agencies when the House approved a budget of \$19.4 million—only \$1 million less than the Governor's initial recommendation.

That success was short-lived, though, as the budget process moved to the Senate in mid-March, where tourism allies in the Senate were few. By the time the budget left the Senate, Tourism had been cut to \$13.4 million. During Conference Committee meetings and on the Senate floor Senator Rob Mayer, who chaired the Senate Appropriations Committee, repeatedly told legislators that he had been assured that the Division of Tourism's Cooperative Marketing Fund would not be cut at this level, despite the fact that he was provided information showing the Cooperative Marketing Program could not escape a sizable cut at a \$14 million funding level. During the final Senate floor debate, Senator Frank Barnitz told fellow lawmakers that Mayer was wrong, but no one seemed inclined to listen, and the budget (with all cuts intact) passed with little discussion.

What happens now is up to the Tourism Commission, which must approve a budget that has not seen funding this low since 1998. Part of those discussions will center around the Tour of Missouri bike race, which is listed

in the legislature's budget worksheet at a level of \$1 million. Questions have arisen over the last few weeks as to whether funding for the Tour of Missouri is mandated or discretionary.

Another unknown that will influence this budget discussion is the fact that leaders in both the House and Senate have said the budget may still not be balanced, and Governor Nixon's office this week said another \$350 million would be trimmed through line-item vetoes.

Ironically, one of the major budget issues that was discussed throughout the session—tax credit reform—was all but forgotten by the end of the session, with most tax credit programs remaining unchanged. In fact, with no extra money to spend, only 105 bills were passed during the recent session, the fewest number of bills to receive approval in a decade.

The final outcome of tourism-related legislation is available on the Missouri Travel Council website at <http://www.MissouriTravel.com/leg-update.htm>.

As the session ends this week, so do the terms of many veteran legislators who must step down due to term limits. This means that next year we will be dealing with one of the largest groups of freshman legislators in nearly a decade. Is that good or bad? We'll find out in January. Regardless, some legislators believe the state will have more than \$800,000 less in federal assistance next year, meaning the state's budget woes are not going to end any time soon.

*Gary Figgins  
Legislative Committee Chair - Missouri Travel Council  
gfiggins@showmemissouri.net*



SAINT LOUIS ATTRACTIONS ASSOCIATION  
ALLIED TRADE SHOW 2010  
EXHIBITOR REGISTRATION FORM

**SLAA Allied Trade Show 2010  
Exhibitor Registration  
Exclusive to SLAA Allied Members**

Wednesday, July 21, 2010

Dave & Buster's

11:00 am - 1:00 pm

To reserve your space, please complete this registration form and return  
with payment by Monday, July 19, 2010

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

Contact: \_\_\_\_\_

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

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

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

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: \_\_\_\_\_

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 \$75\*\***

**Single Booth Exhibitor (with electricity) \$95\*\*  
(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 \$25 registration  
fee.

Additional attendees @ \$25 each:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## SLAA SCHOLARSHIP DEADLINE EXTENDED!

The deadline for accepting applications for the St. Louis Attractions Association Annual Scholarship has been extended to June 30. Applications are available online at [www.stlattractions.org](http://www.stlattractions.org) for the 2007 St. Louis Attractions Association Carole Moody Scholarship. The scholarship is open to any undergraduate college student or high school senior entering college majoring in a field that could contribute to the tourism/hospitality industry and maintain a 3.0 or B grade point average. In addition, the student must have accomplished one of the following:

1. Work in the industry for a SLAA member
2. Completed an internship with a SLAA member
3. Be a current member of SLAA (student memberships are available)
4. Be an immediate family member of a SLAA member

Each July at the SLAA luncheon meeting, one or more students are 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.

For additional information, visit [www.stlattractions.org](http://www.stlattractions.org) or contact the Scholarship Committee Chairman, Jennifer Hollenkamp, at [jhollenkamp@explorestlouis.com](mailto:jhollenkamp@explorestlouis.com) or (314) 992-0642.

## ILLINOIS UPDATE

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

If a long vacation isn't in your plans, or if you're just looking for a great weekend, check out our Top Spots in Southwestern Illinois. Carlyle Lake is only an hour's drive from St. Louis and 20 minutes from Carlyle is the J-H Bison Ranch in Trenton. Yep, I said BISON. Our staff recently took the 2-hour tour and it's really worth the trip. This working ranch has 90+ head of bison, many of which have been bottle-fed from the time they were born. There's nothing like feeding a Twinkie to 800 lb. "Paco" – and that's just the beginning. You'll come away with a new appreciation for these magnificent animals.

Don't forget the Heartland Rivers Wine Trail in our area, either. On a two or three day trip, you can visit several of the twelve wineries or veer off the trail to two or three more. Many area bed & breakfasts are located near the wineries. The innkeepers will be happy to give you directions, along with ideas for other activities nearby.

Bring the family to Eckert's in Belleville to pick peaches starting in June; visit Rainbow Ranch Petting Zoo and meet the mix of farm animals and exotics including camels and zebras at this working ranch in Nashville;

or spend a couple of days in Collinsville at Cahokia Mounds State Historic Site and Splash City Waterpark, then take in a Gateway Grizzlies game. The possibilities are endless.

Call The Tourism Bureau Southwestern Illinois at 800-442-1488 or email [info@thetourismbureau.org](mailto:info@thetourismbureau.org) and ask for our 25th Anniversary Top Spots brochure. We'll be happy to help you plan a getaway that won't break the budget.

On a personal note, I would like to thank all the SLAA board members that I have worked with for the past two years, especially past Presidents Michelle Miller and Karen Hagenow. I thoroughly enjoyed getting to know all of you better and helping plan the activities and events for the Attractions Association. I believe SLAA is a very important part of the growth of tourism on both sides of the river, and I have loved being a member and board member. Next year the Illinois liaison on the board will be Dan Krankeola, the Tourism Bureau's Sales Manager. I plan to come to meetings as often as possible, so I'll see you there.

## ST. LOUIS UPDATE

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

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

To extend the musical theme of the 2010 St. Louis Visitors Guide and to spread the word about summer travel to St. Louis, the CVC once again took the show on the road and visited two music festivals – the Beale Street Music Festival in Memphis and the Chicago Blues Fest. Visitors to the booth received “St. Lou is... Rockin’” koozies, the opportunity to pose with a life-size Chuck Berry cutout and a chance to win a rocker Build-A-Bear.

In addition to the music festivals, the CVC street marketing team also set up a St. Louis “booth” in Minor League baseball stadiums in the Quad Cities, Springfield, MO and Louisville. Staffers handed out “St. Lou is...Baseball Heaven” koozies, and registered visitors the chance to win a St. Louis Cardinals Build-A-Bear.

### *Kidnapped Chicagoan*

In addition to the spring & summer advertising campaign of radio, television, print and internet airing

in Chicago, Indianapolis, Des Moines, Quad Cities & Memphis, a special Chicago transit campaign ran during May and June. The campaign consisted of print ads at ‘L’ stations, on ‘L’ trains and on buses in the downtown Chicago area. All of the ads featured clues about where to find the “kidnapped Chicagoan.” The ads drove the curious to [www.kidnappedchicagoan.com](http://www.kidnappedchicagoan.com) where they found out one of their own was in St. Louis and having a fantastic time. In addition to a live Twitter feed, webcam and interviews with the Chicagoan, people could also register to win a weekend getaway to St. Louis

### *Save the Date*

Annual Meeting & Hospitality Heroes Recognition  
Wednesday, September 15, 2010  
11:30 a.m. – 1:30 p.m.  
Ferrara Theatre at America’s Center

## ST. CHARLES UPDATE

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

St. Charles celebrates Independence Day during the Riverfest celebration July 3-4 in Frontier Park. Fireworks both evenings at 9:30pm and parade on July 3rd at 10am. Festivities will include carnival rides, vendor booths, food & drink, two entertainment stages and more.

Missouri River 340 ... Imagine a race across the entire state of Missouri, just you and your boat thrown against 340 miles of wind, heat, bugs and rain. The Missouri

340 is an endurance race across the state of Missouri taking place July 27 through 30. Competitors start in Kansas City and finish at Bishops Landing in St. Charles. Participants are allowed exactly 88 hours to complete the course and 2/3 of the teams were able to do that last year.

The summer season is filled with outdoor music festivals, log-on to our website: [www.historicstcharles.com](http://www.historicstcharles.com) for all the details.

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