



St. Louis Attractions Association

February/March 2010 Newsletter

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PRESIDENT'S CORNER

Karen Hagenow

Greetings from SLAA! Thanks to all who attended last month's annual roundtables meeting. I hope everyone enjoyed the opportunity to engage more directly with other members on topics that affect your organization. If you missed the event, don't fret – we build in 30 minutes of networking time before each of our meetings, so make a point of arriving on time at 11 a.m. to mingle with the membership prior to lunch. A great contact, partnership or idea may be just a conversation away, so make the most of it!

The SLAA Board of Directors would like to congratulate three outstanding individuals who received 2009 Spirit of St. Louis Awards at our January meeting: Tom Etling, Karen Meirink and Sherri Cliffe. Read more about their accomplishments in this newsletter. Job well done!

Finally, a quick reminder - the detailed membership listings with contact information on the SLAA Web site (www.stlattractions.org) are password protected. If you have forgotten the log in and password, please e-mail info@stlattractions.org and we'll send it over to you.

Cheers,
Karen Hagenow
karen.hagenow@mobot.org

IN MEMORIAM - BRAD GRAHAM

Our condolences go out to our friends and colleagues at The Repertory Theatre of St. Louis upon the loss of Brad Graham in January. Brad served as Public Relations Manager for The Rep for ten seasons and was, in their words, a "dedicated publicist, inspiring colleague, gifted communicator and dearest friend." He will be missed by all.

TO DO LIST TODAY: RENEW SLAA MEMBERSHIP ONLINE

Did you miss the email? I certainly did! Watch your email inbox for the second renewal notice. FORTUNATELY there is still plenty of time to renew your membership. Online registration is easier and more convenient than ever!

Networking is key to building our businesses and professional careers. The St. Louis Attractions Association has fantastic opportunities to network with other professionals...and possibly your new boss!

Why jeopardize your business or that next career move because you are no longer networking with the St. Louis Attractions Association! It only takes a few minutes to renew your membership.

To do list? DONE!

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.

BOARD OF DIRECTORS, 2009-2010

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Karen Hagenow, Missouri Botanical Garden

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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



Learn How the Missouri Division of Tourism Will Work to Make Your Wishes Come True as a Missouri Attraction

Beannachtaí na Féile Pádraig is the Gaelic way of expressing a wish that you have all the blessings of St. Patrick's Day and the "luck of the Irish" to go with it. Join us this St. Patrick's Day at the Missouri History Museum as we hear from the Missouri Division of Tourism's new director, Katie Steele-Danner, as she shares how they will work to make that wish come true for all of Missouri's attractions.



Date: Wednesday, March 17, 2010
Location: Missouri History Museum
Pricing: \$25.00 Members, \$30.00 Non-Members & Walk-Ins

Schedule: 11:00 a.m. Registration & Networking, 11:30 a.m. Luncheon & Program, 1:00 p.m. SLAA Announcements & Conclusion

Policies:

- Please make reservations by Noon, Friday, March 12, 2010.
Payment for SLAA members is required in advance or at the door. Non-members must pay in advance at the time of reservation.
Non-paid no shows and non-paid attendees will be invoiced for the full registration fee.

Location: Missouri History Museum, 5700 Lindell Blvd., St. Louis, MO 63112

Directions:

From I-44 East: Take the Kingshighway exit (Exit 287A), and turn left on S. Kingshighway Blvd. Turn left on Lindell Blvd. The museum will be on the left.

From I-55: Take I-55 to I-44 West. Take the Vandeventer exit (Exit 287/287A/287B) towards Kingshighway. Continue straight onto McRee Ave. Turn right on S. Kingshighway Blvd. Turn left on Lindell Blvd. The museum will be on the left.

From I-64/40 East: Take the McCausland Ave. exit (Exit 33D), and turn left. Continue onto Skinker Blvd. S. Turn right onto Lindell Blvd. The museum will be on the right.

From I-64/40 West: Take exit 36A/36B for Kingshighway North and South. Keep right at the fork, and follow the signs for Kingshighway S. Turn right at S. Kingshighway Blvd. Turn left at Lindell Blvd. The museum will be on the left.

MetroLink: Take MetroLink to the Forest Park-DeBaliviere Station. The museum is two blocks south along DeBaliviere.

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

FEATURED ATTRACTION

Dance St. Louis

For 44 years, Dance St. Louis has been bringing extraordinary dance from around the world to St. Louis. Dance St. Louis is a dance presenting company and a non-profit organization, one of the oldest and most respected dance presenters in the United States. Our mission is to provide the St. Louis region with the world's best dance and to develop an appreciation of dance as an art form. Dance St. Louis fulfills this mission through dance presentation, creation and education outreach.

Dance St. Louis is committed to bringing audiences the full spectrum of dance, from classical ballet, contemporary ballet, and modern dance to ethnic, ballroom, tap, jazz, hip-hop, and cutting-edge artists of every sort. Major companies are presented at the Fox Theatre, the Blanche M. Touhill Performing Arts Center and in collaboration with Washington University's Edison Theatre OVATIONS! series.



Moscow Festival Ballet to perform April 23 & 24

Over the years, Dance St. Louis has raised the curtain on stars such as the Kirov Ballet, STOMP, American Ballet Theatre, Tango X 2, Hubbard Street Dance Chicago, Joffrey Ballet, Riverdance, Martha Graham Dance Company, Dance Theatre of Harlem, Tap Dogs, Merce Cunningham Dance Company, Stuttgart Ballet, Pilobolus, Bill T. Jones, Sydney Dance Company, David Dorfman Dance Company, and Compañía Nacional de Danza.

These upcoming performances will take place at the Blanche M. Touhill Performing Arts Center:

February 26 & 27 - River North Chicago Dance Company

March 26 & 27 - Azure Barton & Artists

April 23 & 24 - Moscow Festival Ballet

May 27, 28 & 29 - Spring to Dance Festival 2010
- Come see the Best of the Midwest: 30 Dance Companies!

For more information about Dance St. Louis visit www.dancestlouis.org or contact SLAA members Julie Kruempel at (314) 289-4106 or Barbara MacRobie at (314) 289-4108.



*River North Chicago Dance Company
to perform April 23 & 24*

Dance St. Louis is committed to bringing audiences the full spectrum of dance, from classical ballet, contemporary ballet, and modern dance to ethnic, ballroom, tap, jazz, hip-hop, and cutting-edge artists of every sort. Major companies are presented at the Fox Theatre, the Blanche M. Touhill Performing Arts Center and in collaboration with Washington University's Edison Theatre OVATIONS! series.

SLAA PUBLIC AFFAIRS COMMITTEE UPDATE

Due to inclement weather, the St. Louis Attractions Association lobbying trip to Jefferson City scheduled for Tuesday, February 9th was postponed. The trip has been rescheduled for Tuesday, February 23rd. If you were unable to participate on the original date, but would like to join us for the rescheduled date, please visit <http://tinyurl.com/slaajeffcitytrip-022310>.

For additional information on the trip to Jefferson City, please see below:

The Public Affairs Committee invites you to join your fellow St. Louis Attractions Association members as we travel to Jefferson City to speak with Missouri state lawmakers regarding the important role that tourism plays to the overall health of the Missouri economy. It has been estimated that for every \$1.00 invested in the Missouri tourism budget, the state receives a return of \$2.46 that can be used to fund other important state programs. Join us to help ensure that our local legislators understand the important role that the tourism industry plays in maintaining the health and vitality of the state.

When: Tuesday, February 23, 2010 (rescheduled from February 9, 2010) from 7:00 a.m. – 6:00 p.m.

The group will meet at the ballroom entrance to The Ritz-Carlton Hotel, St. Louis. The Ritz-Carlton is located at 100 Carondelet Plaza in Clayton. Complimentary parking will be available in The Ritz-Carlton garage. Please reference to St. Louis Attractions Association when entering the garage and park on one of the top two levels of the parking structure. The ballroom entrance to the hotel is adjacent to the parking garage. A motorcoach will depart from The Ritz-Carlton promptly at 7:00 a.m.

We have also arranged to pick-up a second group of participants at the Drury Plaza Chesterfield. If you are participating and want to meet at the Chesterfield location, please be ready to depart the Drury by 7:15 a.m.

After a day filled with visiting lawmakers, the motorcoach will return to St. Louis no later than 6:00 p.m.

Cost: \$30.00 per person. This cost covers transportation and lunch.

Attire: Attendees are asked to wear black pants and a shirt featuring the logo of their attraction or organization.

Promotional Items: Trip participants are also invited to include a promotional item from their attraction or organization for gift bags that we will leave with the legislators we visit. If you have an item you would like include, please deliver 200 pieces to Frances Percich at St. Louis Union Station by Friday, February 19. To arrange a drop-off time, please contact Frances directly at (314) 421-6699 ext. 7032 or frances.percich@am.jll.com. This opportunity is only available to SLAA members going to Jefferson City.

Questions: If you have any questions about the trip or need more information, please contact Linda Eise at (314) 587-3063 or Linda.Eise@druryhotels.com.

This is a fantastic opportunity to meet your local lawmakers and talk with them about the St. Louis tourism industry. Seasoned Jefferson City visitors will be paired up with people new to the process. There will also be a group orientation offered on the motorcoach enroute to Jefferson City.

We hope you will help SLAA make this inaugural event a success.

2009 SPIRIT OF ST. LOUIS AWARD RECIPIENTS



2009 Spirit of St. Louis Award Recipients: Karen Meirink, Tom Etling, & Sherri Cliffe.

The Saint Louis Attractions Association has announced the winners of the 2009 Spirit of St. Louis Awards. **Tom Etling**, Vice President of Marketing for the Gateway Arch Riverfront/Metro, and **Karen Meirink**, Visitor and Volunteer Services Manager for the St. Louis Convention and Visitors Commission (CVC), each received the Spirit of St. Louis Award, Individual for exemplifying the spirit of the tourism and hospitality industry in the St. Louis region. **Sherri Cliffe**, President of Cliffedge Marketing, was honored with the Hall of Fame Award for her sustained contributions to the tourism and hospitality industry.

The *Spirit of St. Louis Award, Individual* is given annually to honor an individual or individuals who have gone the extra mile and put forth exemplary effort in helping to further the goals, objectives and spirit of the tourism and hospitality industry. As the former Sales and Marketing Director of the Gateway Arch Riverfront/Metro, Tom Etling stepped outside of the box to demonstrate his intense commitment and value for the hospitality industry as a whole. His “together we’re better” approach led to his creation of Project Get Around in response to the Interstate 64 construction, supporting numerous local businesses, attractions and the entire industry. His innovation and direction of the Gateway Arch Riverfront sales and marketing team has resulted in his recent appointment as Vice President of Marketing for the entire company.

In her role as Visitor and Volunteer Manager for the St. Louis CVC, Karen Meirink devotes endless time, energy and heart to directing the group of staff and volunteers that greet tourists at six area Visitors Centers, through welcome programs at America’s Center and Lambert-St. Louis International Airport and at an array of special events. Under Meirink’s guidance, her team has donated 13,000 volunteer hours and welcomed more than 113,000 visitors, enthusiastically promoting local attractions and businesses. Through her leadership, visitors are welcomed to St. Louis with a first-rate first impression.

The *Hall of Fame Award* is the Saint Louis Attractions Association’s highest honor, reserved for individuals who have made and sustained noteworthy contributions that have broadly impacted the tourism and hospitality industry. Nominees must have served in the industry for ten or more years. As founder and president of Cliffedge Marketing, Sherri Cliffe created one of the area’s most popular programs, the St. Louis Family Attractions Card, enhancing the St. Louis visitor experience through attraction, restaurant and lodging coupons. She followed the program’s success by expanding the idea to the Lake of the Ozarks and Kansas City, and to area wineries through the Vineyard Values Card. Cliffe has also been instrumental in developing and actively involved in promoting St. Louis to both the local and tourist markets through St. Louis Cardinals events including Attractions Alley at Busch Stadium, Babies Race to the Base, Senior Day at the Ballpark, Nurses Day at the Ballpark, Ice Cream Sundays, Kraft Triple Play Barbeque, Kids Starting Line-up, Stealing Second and many more. St. Louis Rams events include Hunt for Rams October, Get Up and Play with the St. Louis Dairy Council and Big Bowl Recipe. Cliffe is a member of the Saint Louis Area Food Association Board of Directors and served on the SLAA Board of Directors for seven years.

The 2009 Spirit of St. Louis Awards were presented to Etling, Meirink and Cliffe at the SLAA membership meeting on Wednesday, Jan. 20, 2010.

SCHOLARSHIP APPLICATIONS AVAILABLE ONLINE FOR 2010 SCHOOL YEAR

Scholarship applications are now available online at www.stlattractions.org for the 2010 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 a family member of a SLAA member
5. Belong to a hospitality organization

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.

A scholarship has been awarded to deserving students interested in the tourism/hospitality industry for the past 14 years. Applications will be sent to more than 90 area high schools and colleges. Please note that the deadline to apply for the scholarship is June 1, 2010.

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

JANUARY SLAA ROUNDTABLES MEETING RECAP

SLAA hosts our annual roundtables meeting on Wednesday, January 20, 2010 at the National Shrine of Our Lady of the Snows in Belleville, IL. After being warmed up by a luncheon of winter comfort food, our Spirit of St. Louis Awards were presented by Awards Chair, Frances Percich.

Thanks to our Roundtables presenters: Rachel McCalla, Laura Tobey, Becky Jecha, Linda Jun, Beth Quick Andrews and Ted Zimmerman. Congratulations to Kathi Weilbacker from Trailnet for winning the 50/50 raffle for cash and to Anne McGinnis of Amtrak for winning our trip raffle at the SLAA January Meeting! The raffles raised \$101 last month.



ST. LOUIS UPDATE

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

2010 Official St. Louis Visitors Guide

Be sure to check out the 2010 Official St. Louis Visitors Guide produced by the St. Louis Convention & Visitors Commission. Keep up with all the great new attractions, restaurants and nightlife that make St. Louis a special getaway any time of the year. 435,000 copies will be distributed to meeting and convention attendees, tour groups, family reunions and leisure visitors. 20,000 of those copies include a special Meeting Planners section. An e-version of the guide is available at www.explorestlouis.com.

Regional Wayfinding Initiative

The CVC is working with MODOT, Forest Park Forever and several other partners to develop a comprehensive regional wayfinding initiative to help tourists and locals alike find their way to our many attractions. Over the next several weeks, CVC staff will be meeting with attractions to discuss your opportunity to participate in this important initiative. For more information, contact Paulette Koons at pkoons@explorestlouis.com.

St. Louis Receives Distinctive Destination Honor

On February 3, The National Trust for Historic Preservation named St. Louis as a 2010 Distinctive Destination. The title of Distinctive Destination is presented to cities and towns across the country that offer an authentic visitor experience by combining dynamic downtowns, cultural diversity, attractive architecture, cultural landscapes and a strong commitment to historic preservation, sustainability and revitalization. It's not over! The public will determine which of the 12 destinations will be the 2010 Fan

Favorite. From February 3 to February 28, people can vote as often as they like for a city or town on this year's list. The winner of the popular vote will be announced on March 1, 2010 and declared the Fan Favorite Destination. Let's work together in helping St. Louis win. Visit www.PreservationNation.org/ddd to vote for St. Louis!

Be a Tourist in Your Own Town Tradeshow

The St. Louis Convention & Visitors Commission's (CVC) annual "Be a Tourist in Your Own Town" promotion continues to be a big hit with St. Louis area residents and participating CVC members. Members are invited to again join the CVC in an event that celebrates National Tourism Week, May 8-16, 2010. The national observance recognizes the important contributions hospitality industry makes to the economy. "Be a Tourist in Your Own Town" 2010 is set for Thursday, May 13 from 10 a.m. until 2 p.m. at Kiener Plaza in downtown St. Louis. That same day, a St. Louis Cardinals' noon game is scheduled which means a large crowd should stop by the tables. The cost for participating is only \$75. For more information, contact Donna Andrews at dandrews@explorestlouis.com.

Upcoming St. Louis CVC Membership Events

Spring Membership Connection – Palladium St. Louis
Wednesday, April 14
5:00 - 7:00 p.m.

National Tourism Week Luncheon – America's Center

Wednesday, May 12
11:30 a.m. - 1:30 p.m.

ILLINOIS UPDATE

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

The Tourism Bureau Southwestern Illinois is celebrating our *25th Anniversary* this year. We've chosen *25 Top Spots* throughout our ten county region that you won't want to miss. Ranging from small to large attractions, each has a unique flavor all its own. While in the area, check out surrounding places, lodging, eateries

and shops to create a memorable experience. To find out about the *Top Spots* and enter to win overnights, discounts and travel-related merchandise, go to www.thetourismbureau.org.

ST. CHARLES UPDATE

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

For the third year in a row the Family Arena in St. Charles will be the site for the 2010 State Farm Missouri Valley Conference Women's Basketball Tournament, as the four-day tourney will feature all 10 league schools from March 11-14. Now in its 15th year of existence, the State Farm MVC Women's Basketball Tournament has truly become a weekend event. Visit www.mvcstcharles.com for more information.

The Moolah Shriners return to St. Charles in March. They will kick-off with their parade on March 6 in the Historic District. Then the Moolah Shriners Circus will be held at The Family Arena March 19-21.

The CVB is ready to begin its Spring Advertising push in the following publications: Midwest Living, Midwest

Traveler, AAA Living, Home & Away, Oprah Magazine, Preservation Magazine, Better Homes & Garden and Readers Digest America's Heartland just to name a few.

St. Peters Rec-Plex is hosting the MO State High School Activities Association Girls State Swimming & Diving Championships February 19-20 & on March 11-14 the 2010 NAIA Men's & Women's Swimming & Diving National Championships.

The Working Women's Survival Show is returning to the Saint Charles Convention Center February 19-21.

The sound of bag pipes will fill the air during the Missouri Tartan Day Festivities April 9-11 along the Missouri River in Frontier Park.

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