



Saint Louis Attractions Association

June/July 2011 Newsletter

President's Corner

Tara Creamer



I am thrilled to serve as your SLAA president for the upcoming year. I've been a member of SLAA for the past eight years, and for the past three years I have served as the program committee chairperson and loved every second of it. My committee and I have worked very hard to provide you with fun and

exciting venues as well as worthwhile speakers and program topics.

I am confident that the program committee as well as all of the other committees that make up SLAA will continue to remind you why you are a member of the Saint Louis Attractions Association. As always, we encourage you to get involved - please contact me to get involved with any of our committees (Programs, Silent Auction, Fundraising, Membership, Scholarship/Internship, Communications and Spirit of St. Louis Awards).

I would also like to take a moment to send my deepest condolences to all of the people of Joplin. My heart goes out to all of the families grieving their many losses. I have been very impressed by all of the support from fellow Missourians and beyond. Any and every effort to help means the world to so many. My prayers and thoughts are with so many during this time of need.

I'm very excited for the upcoming year and look forward to a wonderful year with an amazing board and membership. Don't forget to join us on July 20th for the Allied Tradeshow; details can be found in this newsletter.

Thank you,

Tara Creamer

Get Involved! Join a Committee!

Do you have an interest in becoming more involved in any of our committees? Do you need continuing education hours for your certification? You can become as involved as you choose, whether it is selling Trip Raffle tickets at monthly meetings, working to set-up the Silent Auction, or following up with phone calls. This is a great way to meet members outside the membership meetings and an avenue to share your time and talent. Contact any of the chairs below to get started!

Programs:

Pat Eisel - pse8570@bjc.org

Sue Albers - sue@destinationstlouis.com

Laura Brahan - laura@mhcvb.com

Membership:

Julie Kruempel - jkruempel@dancestlouis.org

Monietta Slay - mshay@ctmmedia.com

Fundraising (Silent Auction/Trip & 50/50 Raffle):

Julie Donnelly - jdonnelly@celebratestlouis.org

Laurie Howard - laurie@giftsstlouis.com

Communications:

Dan Krankeola - dkrankeola@thetourismbureau.org

Ann Honious - ann_honious@nps.gov

Public Affairs:

Frances Percich - frances.percich@am.jll.com

Scholarship/Internship:

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Spirit of St. Louis Awards:

Ted Zimmerman - Ted.M.Zimmerman@Disney.com

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July 20, 2011 Meeting & Allied Trade Show Live Longer! Feel Great!

Join SLAA on July 20th at the Drury Plaza Hotel at the Arch. **Ellen Beindorff**, a registered dietician at Barnes-Jewish Hospital will be speaking about achieving a healthy lifestyle to live longer and feel great!

During the networking portion of the meeting we will hold the **Seventh Annual Allied Trade Show**, which will highlight our Allied members. In addition, the **2011 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.

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

Location:

Drury Plaza Hotel at the Arch
2 South 4th St.
St. Louis, MO 63102

**[Click here to register or visit
www.stlattractions.org.](http://www.stlattractions.org)**

Hosted by:

DRURY HOTELS.

July Trip Raffle

Be on the lookout for your July meeting notice to learn how you can win our fabulous trip to Kansas City, MO!



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Phone: (314) 416-2233
Fax: (314) 845-1891
info@stlattractions.org
www.stlattractions.org

Public Affairs Report

Many state legislators spend their summer months home in their respective parts of the state. This is the perfect time to write a note, send an email or call to tell our elected officials how important tourism is to the state of Missouri. Talking points and sample letters are available in the [Public Affairs](#) section of the SLAA website.

Everyone knows about the devastating tornados that have wreaked havoc in Missouri over the past few months. We wanted to take this opportunity to let everyone affected by the storms know that our hearts and minds are with them. There are many organizations working to help those affected by the tornados. For those wanting to make a donation to relief efforts in Joplin, contact information for a few relief organizations is included below. Simply click on the organization name to be taken to their website:

- [United Way](#) or text "JOPLIN" to 864833 to give a gift of \$10
- [American Red Cross](#) or text "Joplin" to 90999 to make a \$10 donation
- [Salvation Army](#) or text "Joplin" to 80888 to make a \$10 donation

DID YOU KNOW?

In the fiscal year 2010, direct tourism spending in Missouri totaled more than \$7.42 billion.

Source - University of Missouri

In Memoriam

The Saint Louis Attractions Association extends its sincere sympathy to our fellow members at the Standing Partnership on the unexpected passing of their colleague, Amber Morris. Our thoughts are with you in this difficult time.

Exhibit at the SLAA

Allied Trade Show!

Exclusive to our Allied Members

Wednesday, July 20, 2011

11:00 a.m. - 1:00 p.m.

We are fortunate that the membership of the Saint Louis Attractions Association is comprised of Attractions and Allied members. The Allied members represent various hospitality related services such as hotels, destination management companies, printing and advertising companies, public relations firms, convention and visitors commissions and bureaus, and entertainers. The diverse mixture makes the opportunities endless.

At our **July 20th meeting**, we are pleased to present our **Seventh Annual Allied Trade Show** during the networking portion of the meeting. This trade show will feature our Allied members. The format will offer both Attractions and Allied members the opportunity to network, learn, and develop on-going strategic partnerships.

Fees:

Exhibit Booth - \$75

(Electricity is available for an additional \$20)

***Please note that the exhibit booths include lunch for **ONE** member of your organization. Additional person wishing to attend will be subject to the regular \$25 registration fee.*

Location:

Drury Plaza Hotel at the Arch

2 South 4th St.

St. Louis, MO 63102

[Click here to exhibit in the Allied Trade Show.](#)

Featured Attraction: WF&P

Ride a miniature steam railroad that ranks among the finest in the world - right here in the St. Louis area! Known as the Wabash, Frisco & Pacific Association



(WF&P), this 12-inch gauge line was first conceived about 70 years ago and has operated almost continuously since that time as a not-for-profit educational association. The volunteers at the railroad have preserved the history of steam era locomotives and enjoy sharing passenger rides with the public every Sunday afternoon, May through October.

Originally located near Brown Road and Natural Bridge, today the railroad is located in Wildwood (Glencoe), MO. The railroad line's two-mile round trip lasts about 30 minutes and travels along the scenic Meramec River. The Al Foster hiking and biking trail parallels and crosses the tracks at several locations, and visitors can hear the sounds of steam whistles echoing through the valley as the trains cross the trail.

Tours of the roundhouse and other facilities at the railroad are also offered. Come spend a relaxing and memorable Sunday afternoon with family and friends! Hours are 11 a.m. to 4:15 p.m. on Sunday afternoons, May through October. A donation of \$4 per person for ages 4 and up is requested to offset expenses.

The WF&P is located at the foot of Grand Avenue in Glencoe, MO 63038. Take Exit 264 off westbound I-44 to Hwy 109 North. Go 3.5 miles to the intersection of 109 and Old State Road. Make a right turn onto Old State and immediately make another right onto Washington (which becomes Grand) and follow to the tracks.

For more information, visit www.wfpr.com or call (636) 587-3538.

May Meeting Thanks



Thank you to the Gateway Grizzlies GCS Ballpark in Sauget, IL for hosting our May 18th meeting and ordering the perfect spring day! The ballpark served a delicious buffet, including "Baseball's Best Burger." We would also like to thank our speaker, Marc Schreiber, Vice President of Marketing and Development for the St.

Louis Sports Commission, who spoke to us about what's coming up in the world of sports for the St. Louis and Metro-East region and how attractions, hotels and your business can get involved. Thank you to everyone for making it a great meeting!



May Congrats!

Congratulations to our raffle winners at the May meeting. Julie Lochmann with HoteLumiere won our Staycation Trip Raffle and Melissa Kaemmerer with Vandalia Bus Lines won the 50/50 drawing.



St. Louis Update

Compiled by Jennifer Hollenkamp, jhollenkamp@explorestlouis.com

St. Louis Takes the Show on the Road

To extend the family-friendly theme of the 2011 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 three cities. Booths were set up at a Springfield Cardinals baseball game in Springfield, MO, Memphis Redbirds game and Sunset Symphony in Memphis and for the second year in a row at the Chicago Blues Fest. Visitors to the booth received "St. Lou Is... Cool" koozies, Official St. Louis Visitor Guides, Kid's Activity Books and the opportunity to register for a chance to win a weekend getaway in St. Louis. The street marketing campaign coincides with the spring advertising campaign consisting of television, radio and online advertising in Memphis, Chicago, Des Moines and Quad Cities from April through June.

ASAE - Volunteers Needed!

The CVC is busy preparing for the 2011 American Society of Association Executives (ASAE) Annual Meeting & Exposition in August. Scheduled for August 6-9, 2011 at the America's Center convention complex, ASAE will bring together 3,000 association executives and 2,500 industry suppliers to St. Louis for an array of intense yet fun educational and networking opportunities. Often referred to as "the Super Bowl of conventions," ASAE will provide a great opportunity to showcase St. Louis as an exceptional site for future meetings and conventions.

Volunteers are needed in a variety of categories to help produce several special events including an opening night concert reception under the Gateway Arch and a street party along Washington Ave. To show our Midwestern hospitality, we're looking to recruit volunteers to staff welcome desks at the airport, America's Center and hotels. Please click on the link below to see all of the assignments and to sign up! We need your help!

<https://qabs.wufoo.com/forms/asae-2011-annual-meeting-volunteer-recruitment/>

Save the Date

CVC Annual Meeting & Hospitality Heroes Recognition
Wednesday, September 14, 2011
Ferrara Theatre & Grand Atrium
11:30 a.m. to 1:30 p.m.

St. Charles Update

Compiled by Pamela Schulz, gscvcb@historicstcharles.com

It's the beginning of the summer season in Saint Charles. In addition to the quaint ambiance of Historic Main Street lined with shops and restaurants, the area is filled with events, festivals and live music. Here's a sampling of upcoming events:

- July 4 - Celebrate Independence Day at the St. Charles Riverfest 2011 in Frontier Park for a Family Themed Fourth of July celebration. This year the event is one day and is complete with live music, parade at 10 a.m., vendors, a children's area and more. The Carnival will be operating July 1-4 and the Spectacular Fireworks Display will be July 4 at 9:20 p.m.
- Thursday evenings at 8 p.m. in Frontier Park - The St. Charles Municipal Band performs.
- July 20 - Music on Main from 5 to 7:30 p.m. along N. Main Street.
- June 30 & July 28 - Hot Summer Nights on N. Main Street are complete with live music from 6 to 8 p.m. and dining outside of the restaurants and pubs in the streets.
- The Missouri River 340 Kayak race will end in St. Charles beginning on July 20.

For more details on these events and a complete listing of upcoming events, please visit www.historicstcharles.com.

Illinois Update

Compiled by Dan Krankeola, dkrankeola@thetourismbureau.org

The Tourism Bureau Expands to 19 Counties

Effective July 1, 2011, The Tourism Bureau Southwestern Illinois and the Southeastern Illinois Convention & Visitors Bureau will merge to create the new **Tourism Bureau ILLINOISouth**. The new region encompasses 19 counties: Bond, Clay, Clinton, Cumberland, Edwards, Fayette, Jasper, Lawrence, Madison, Marion, Monroe, Perry, St. Clair, Randolph, Richland, Wabash, Washington, Wayne and White.

The Tourism Bureau ILLINOISouth will office in Fairview Heights in the current space occupied by the Southwestern Bureau. To enhance the new name, a new logo has been created adapting the Tourism Bureau Southwestern Illinois' brightly colored one. This branding has been very effective and both boards requested that it not be altered very much. A new website is also being launched at www.thetourismbureau.org which will showcase the attractions, lodging, eateries, shopping, outdoor spaces and events in all the communities.

ILLINOISouth is an easy drive-in destination for travelers with access from six major interstates. The territory now has 7,253 hotel, motel and bed & breakfast rooms, hundreds of restaurants and unique shops, thousands of acres of lakes and parks and attractions ranging from local museums to the Cahokia Mounds World Heritage Site. For more information or to receive a Visitors Guide and Tourism Times newsletter, call the Tourism Bureau at 618-397-1488 or email info@thetourismbureau.org.

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

Sponsor a SLAA Meeting And get the word out about your business!

For only **\$150** sponsorship of a SLAA Luncheon meeting includes:

- Opportunity to greet incoming guests at the door
- Four minutes to speak at the meeting about your organization
- A reserved table to distribute your organization's materials
- Opportunity to distribute your organization's materials on each individual table (a community brochure table located at check-in is available to all members)

For more information, contact the SLAA office at info@stlattractions.org or (314) 416-2233 or visit www.stlattractions.org.



2011 - 2012 Membership Directory Now Available!

In an effort to "go green" the 2011-2012 Saint Louis Attractions Association Membership Directory is now available for you in an electronic format. The directory, which can be found in the the Members Only section of the SLAA website, can be accessed by [clicking here](#). The username and password were previously sent out via email. Please contact the SLAA office at (314) 416-2233 or info@stlattractions.org if you have any difficulties accessing the file.