

# MISSOURI™

## MEETINGS & EVENTS

SUMMER 2018

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Inventive Offerings to  
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# MEETINGS

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# letter

FROM THE PUBLISHER



We're having a little Expo withdrawal here in the MM&E office. It becomes a big part of our lives for the months leading up to it and we enjoy seeing all of you, so when it's over it's a bit of a let-down (ok, with maybe a sigh of a relief).

The Expo opened with an afternoon of speakers, followed by fun at the off-site reception at Kokomo Joe's on Monday evening. I was pleased to see

that our Groovy Galas & Funky Functions theme got people into their tie-dye and psychedelic prints! We had the highest attendance ever—more than 200 people—for lunch and the keynote discussion on recognizing and responding to human trafficking. It's an important topic in our industry and it needs our sustained attention. Astrid Zeppenfeld takes a closer look.

Another important topic looks at what it takes for women to move up the hotel leadership ladder. The article presents statistics that indicate it's a difficult climb. Stacy Ross talked to hotel GMs in St. Louis and Kansas City to get their takes.

Our cover story introduces you to a new venue, Innovation Hall, in St. Louis' Cortex District. It includes a variety of high-tech meeting spaces and an aptly named restaurant, the Chocolate Pig. It's appropriate as Bissingers' sister company, 23 City Blocks is the exclusive caterer. I'm looking forward to checking out their high-tech ice cream and desserts, among other fare. And just like on TV, a show kitchen will allow restaurant goers and event attendees to watch and learn as chefs prepare their culinary creations.

Continuing the theme of the good, the bad and the fun, Bill Clevlen recommends seven helpful travel apps (the good) which can make both business and leisure trips more organized and interesting. Trent Koppel warns us about email scams (the bad) and how to avoid them in her Kop's Korner column. As far as fun, our Destination Spotlight explains why you'll want to take a trip down to Kimmswick, Mo. Soak in the history of this quaint Mississippi river town and check out meeting and event venues both old and new. You'll want be sure to stop at the Blue Owl restaurant for a slice of levee-high pie.

We've had a couple of weeks to recover from the St. Louis Expo, so now we're beginning to look forward to fall and the Kansas City Regional Expo. Stay tuned for exact dates and more details. Enjoy your summer!

Joseph W. Clote  
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# MISSOURI

MEETINGS & EVENTS

SUMMER 2018

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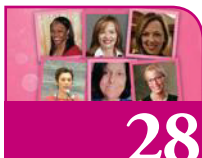
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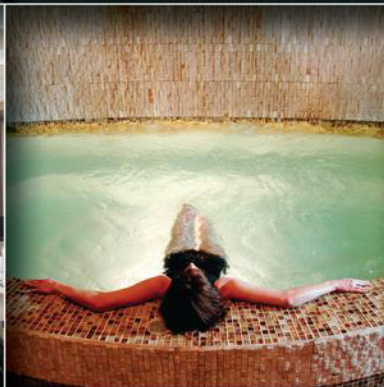
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# 23 City Blocks Brings Inventive Menus to Innovation Hall

Catering in Cortex District: Everything from a carafe of coffee to a seated dinner

*by Stacy Ross*



*Photo credit: Photo Elegance*

Menus will be as inventive as the venue's technology when Innovation Hall opens in the Cortex district this fall. 23 City Blocks Catering will be the exclusive caterer for Venture Café St. Louis' expansion project, a 14,000-square-foot mixture of restaurant and event space at the heart of St. Louis' burgeoning tech hub.

Innovation Hall will include The Chocolate Pig restaurant; The Assembly, an event space which can hold up to 300 people; three small pods which can accommodate 4, 10, and 20 people; the Civic Lounge, a free drop-in workspace; and an outdoor terrace. The Assembly can be broken down into three 100-person bays which can be rented individually, and



## COVER STORY: 23 CITY BLOCKS BRINGS INVENTIVE MENUS TO INNOVATION HALL



all spaces include state-of-the-art technology at no additional cost.

The venue will help showcase the caterer's creativity, said 23 City Blocks Event Manager Aubrey Howard. "One of the things I'm most excited about is adding an educational aspect to our events. We'll be able to do demos and team-building exercises. We've brought on a really wonderful pastry chef whose background is in molecular gastronomy."

The Chocolate Pig's "show kitchen" will provide a stage to demonstrate the latest food trends including instant ice cream or food made on its "anti-griddle," a microwave-sized appliance which flash-freezes ingredients spread on its smooth metal surface. Event attendees can wander by the show kitchen or they can also take the show on the road, Howard said, with the option for demos and classes in the venue's event spaces.

While its name might lead people to believe it's a barbecue restaurant, The Chocolate Pig will be much more eclectic, said 23 City Blocks Vice President of Operations, Nick Jovanovic. Barbecue will probably be on the menu, which is still in development, but he describes the restaurant as a sustainable, locally sourced concept with "approachable" price points offering "favorites with a twist."

"We will have barbecue items. Maybe a cocoa-rubbed pulled pork," Jovanovic said. "But we'll also have vegetarian and vegan options and lighter fare as well. We want to be inclusive. We want to be able to satisfy the community around us."

Mark Miller of Festive Couture Floral recently used 23 City



*Photo credit: Heather Roth Fine Art Photography*

Blocks Catering. "We hired them for the opening of our venue and have worked other events with their team as well," Miller said. "The food was truly beyond everyone's expectations. Our guests were blown away."



*Photo credit: J. Pollock Photography*



## COVER STORY: 23 CITY BLOCKS BRINGS INVENTIVE MENUS TO INNOVATION HALL

Jess Star from the Cortex Innovation Community has been using 23 City Blocks for weekly lunches in another building in the Cortex district. 23 City Blocks provides casual “grab and go” options including soups and sandwiches, mac and cheese, and house-made chips. For Cinco de Mayo, the company made taco bowls. Prices range from about \$11 for sandwiches, less for soups and sides like mac and cheese.

“They’re really easy to work with and the food quality has been really great,” Star said. “Their ingredients seem really nice and fresh. It’s been really easy.”

### A Carafe of Coffee or a Seated Dinner

Depending on the event and the menu, food may be prepared in the Chocolate Pig’s kitchen or off-site by 23 City Blocks Catering, Howard said, which allows for tremendous flexibility. “It kind of takes the pressure off for having food and beverage minimums,” she said. “We can do anything from a carafe of coffee to a seated dinner.”

Clients will have the option to select the same menus offered at the company’s other event venues, the Caramel Room at Bissinger’s, or something completely different, Jovanovic said.

“You have the option to get the exact culinary experience as any of our other venues, in addition to menu offerings at all price points, in line with the restaurant,” he said. “It allows



*Photo credit: Heather Roth Fine Art Photography*



*Photo credit: J. Pollock Photography*

us to give a ton of options to our clients. If you’re looking for sandwiches or break-out snacks at a lower price point, we can do that. We’ll be able to do all kinds of different events. Your imagination is the only limitation.”

23 City Blocks also will offer a totally hands-off option for meetings: a grab-and-go market kiosk. “If you don’t want to worry about ordering food, you can take 15 minutes and everyone can go grab a coffee and a sandwich and come back,” Howard said.

### Extended Gathering

Innovation Hall is on the first floor of a new five-story building under construction at 4220 Duncan Ave. in the Forest Park Southeast neighborhood, just south of the Central West End. The space is owned and managed by Venture Café and will allow the non-profit to extend the concept of its Thursday Gatherings throughout the week, said Jessica LaBozetta, director of Innovation Hall.

As many as 500 people attend the Thursday Gatherings, which can best be described as a giant networking happy hour with as many as 10 different break-out sessions.

“The Thursday Gathering is a completely different type of

## COVER STORY: 23 CITY BLOCKS BRINGS INVENTIVE MENUS TO INNOVATION HALL



event that's hard to describe," LaBozetta said. "It's the biggest gathering of innovators on the planet. Innovation Hall is a new platform that extends that idea. What happens when the next morning you want to continue that conversation? It's a unique space, a really different way of looking at events."

The Gatherings will remain in their existing space at 4240 Duncan, LaBozetta said, but the new space, which will be the largest in the Cortex district, will now allow for concurrent events on Thursdays.

Prices range from \$25 per hour for the four-person pod,



*Photo credit: Abbie Takes Pictures*



*Photo credit: Heather Roth Fine Art Photography*



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to \$250 per hour for all three bays of the Assembly, on up to \$5,000 per day for the entire space including all three pods, The Assembly and the Civic Lounge.

"It's just really different than other types of events spaces," LaBozetta said. "We're really excited by the different types of events people have brought to us. They can come in and get a really cool event space, really cool tech, and really cool catering."

**MM&E**

# Well-travelled, creative chef and teamwork bring extraordinary results to Ritz-Carlton dining venues

by MM&E Staff Writer

As Executive Chef, Melissa Lee oversees anything to do with food and drink at the Ritz-Carlton St. Louis. That includes banquets and catering, room service, the members-only cigar lounge, and the hotel's four dining options. Her results cause clients to say "Wow."

Lee, the only woman executive chef among more than 100 Ritz-Carlton properties, is well-traveled and known for her talents with a wide range of international fare. The menus change seasonally and range from martinis, sushi and afternoon tea in the Lobby Lounge; salads, infused oils, and pan-seared halibut at The Grill; breakfast, lunch and Fitness Cuisine at The Restaurant; and customized menus served in the Wine Room's 40-person private dine-in wine cellar.

The Ritz recently hosted a group of planners from Exclusive Business Travel who asked for an "outdoor" theme. "We re-created the 1904 World's Fair and Forest Park in our ballroom," Lee said. "The world planners have seen it all so we wanted to create a unique and memorable experience."

Clouds hung from the ceiling, hot air balloons floated throughout the ballroom, and there was a large fountain surrounded by park benches. The History Museum, Art Museum, the Muny and the Zoo were projected on a large screen while guides from each institution took the guests on virtual tour. Guests said "Wow."

Dinner started with hors d'oeuvres dubbed "the Arch: Gateway to the Senses," followed by salads, a variety of meats and seafood, and culminating with Champagne-and-strawberry panna cotta.

The hotel hosts just about any size and type of group, including breakfast, lunch and dinner meetings, networking events, and large conferences and fundraisers. Clients include arts and nonprofit organizations, law firms and medical groups. The St. Louis Symphony's 2017 fundraising gala, an American Bar Association Continuing Legal Education Conference, and Lift For Life Academy's annual fashion show featuring student creations from its Fashion Design class have all been held at the Ritz.

Prices in the Lobby Lounge average \$10 to \$20 with \$14 martinis. In The Grill, prices start at \$9 for corn bisque or chocolate cake up to \$42 for a filet. The Restaurant offers breakfast and lunch averaging about \$16. Conferences and catered events range from \$30 to more than \$100.

Lee credits fostering a team environment in her kitchen and allowing staff to contribute their creativity for her extraordinary culinary results. Said Lee: "The guest experience is my priority."



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# Children are Taboo

How to recognize underage sex trafficking within the hospitality industry

by Astrid Zeppenfeld

Human trafficking – especially that of underage sex trafficking – has been thrown into the public eye again and even more so than ever with the recent FBI seizure of Backpage.com, a large classified ad listing service, and the even more recent signing of FOSTA. FOSTA (Fight Online Sex Trafficking Act) was authored by Congresswoman Ann Wagner of Missouri, and allows victims of sex trafficking to hold any online companies/websites that facilitate the exploitation of humans in such a way criminally responsible.”

It is an enormous, impactful step towards ending the exploitation of minors who are obviously neither physically/mentally able to, nor legally authorized to, sell their own bodies. Children who could not even consent to work for someone else by washing a car or the dishes, were advertised and sold as sex workers on certain websites. With FOSTA, which was signed into law on April 11, 2018, we may be seeing fewer children sold for sex because it will hopefully be much harder for pimps to offer them up for sale through the Internet, thus making the sex trade of minors riskier again for all parties involved. Websites can now be held criminally responsible if they knowingly advertise or assist in the advertising of sex services of any kind. On the other hand, consenting adults who engage in the sex trade and are legally allowed to do anything they want with their bodies, including selling them, have voiced that this bill forces them to work for a pimp on the streets, even though they had previously established their own lucrative escort website

legally on Craigslist or Backpage. Under this legislation, it constitutes a federal crime to operate “an interactive computer service” with “the intent to promote or facilitate the prostitution of another person.” According to this definition, the legislation would not extend to adult sex workers who advertise their own services online.

But the legal ramifications of FOSTA aside, why did the St. Louis Area Hotel Association’s Educational Committee choose the topic of human trafficking for the luncheon keynote at the recent Missouri Meetings & Events Groovy Galas & Funky Functions Expo?

The reason is: BECAUSE CHANCES ARE IT IS HAPPENING AT YOUR FACILITY OR AT THE FACILITY WHERE YOU ARE HOLDING YOUR EVENT!

## Brief summary of keynote

The title of the luncheon keynote was Human Trafficking: How to Recognize and Respond. The first panel member to speak was Kathleen Thimsen, DPN, MSN, WOCN, FNS. Dr. Thimsen is a forensic nurse and teaches at Goldfarb School of Nursing. She leads a group which seeks to advance the identification, response, and care of victims of human trafficking. Her story of how she became such an integral part in the St. Louis-based community working to stem the tide of human trafficking illustrates just how important it is for anyone to be informed on the topic. Unless you never ever set foot into

## FEATURE: CHILDREN ARE TABOO



a lodging establishment of any kind in your life, you need to know how to recognize human trafficking, even if you do not belong to the hotel staff and are only there as a visitor, meeting a hotel guest for a business lunch in the restaurant, on the premise. Why do you need to know? Because human trafficking is that prevalent. Because every one of us is basically a good person who would not want anything bad to happen to innocent people, especially if they are minors who cannot defend themselves. Because after September 11th, we all became miniature human detectors who are subconsciously scanning faces at the gate before getting on the airplane, so we all have it in us to help these exploited minors. And, finally, because if it were your own children who were being trafficked, you would want someone to report it, too, if he saw your children so they could be saved.

Dr. Thimsen started the keynote off by telling the audience about the time she was at a week-long conference in Denver, staying at a big hotel there. One evening, she and her friend approached the elevators to return to their room, when the two children standing in front of them said, "These elevators do not work." The children did not have the required card to summon



the elevators. Upon being questioned further, they revealed that they had no guardian with them and the person who took them to the hotel left them with typed instructions to "come win an electronic Pokémon game". Luckily, Kathleen and her friend were curious enough to follow these two children to room 526 and then made the call to hotel security to alert them of suspicious activity in said room on the fifth floor. This particular Denver hotel security jumped to the aid of what turned out to be "26 children between the ages of 8 to 14, engaging in

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## FEATURE: CHILDREN ARE TABOO

sex acts and shooting porn”, our panelist Dr. Kathleen Thimsen reported.

If this last statement did not get your attention, then maybe the next one will.

Sergeant Adam Kavanaugh from the St. Louis County Police Department, who used to arrest adult prostitutes “back in the day” and now – eight or nine years later – recognizes as Supervisor of the St. Louis County Multi-Jurisdictional Human Trafficking Task Force and Deputy Commander of the Missouri Internet Crimes Against Children Task Force that arresting “minors went from being very rare to being very frequent.” The City of St. Louis is a major hub for human trafficking; we have lots of travellers passing through because we are located smack down in the middle of the country. And kidnapping a minor and taking him on an airplane without any form of ID is harder than kidnapping him and going for a car ride across several states to sell him for sex five states over. However, nobody enjoys driving for 24 hours straight, especially with children. So, the traffickers make stops along the way. Could you spot the trafficker with the child that doesn’t belong in your hotel?

### The instant this information hit too close to home

A few months ago, my own children and I were driving along Tesson Ferry Road in South County in the evening. At the intersection of Lindbergh and Tesson Ferry, my 7-year-old pointed at the car next to us and said to me, “Mama, that kid is asking for help.” I looked over and noticed a child whom I imagined being about three or four years old, but it was hard to tell in the dark. I did see that the kid seemed to be unbuckled and climbing around the back seat; however, I remember thinking at the time that the adult in the passenger seat was dealing with it. Feeling every bit of the exhausted mother myself that evening, I even sympathized with the two adults in the car. My son insisted. “Mama, look, he is pressing his hands against the window; I think he wants to get out.” My response was something along the lines of, “Yes, little kids like to try to get out of moving cars; this is why we have child locks. But he should be buckled up.” Focus on driving. Make it home so these kids can go to bed. My son repeated, “No, Mama, I think he’s scared.” Just as the other car turned right onto Lindbergh while we went straight across. Should I turn around and see if I can chase the car to get the

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license plate? Should I call in that my 7-year-old thinks this toddler in a non-descript dark-colored sedan was asking for help? Is there even anything I can or should do in this situation?

I wish I could say that I called the police; they showed up and it turned out to be nothing. I wish I could say that I tried to do anything at all. According to Sergeant Kavanaugh, I should have at least tried. He urges, “Make the phone call. Make it, even if it’s “only” a domestic abuse case and there is no (under-age) trafficking involved.” I certainly will from now on, Sergeant Kavanaugh.

**What would you do?**

If you own or manage a hotel, does your staff have the training to spot a trafficking victim, of any age? All your staff, including your room service and your maintenance people, not just your security officers? Do you know if your linen supply company or your pest control guy is aware of this issue and if not, would you consider offering a training to your employees and others you do business with? You never know who might spot a child being dropped off at an odd hour, looking lost or like he does not belong. Are you personally able to recognize and respond? Dr. Thimsen shared how she was able to save those children at that hotel in Denver. She put together a checklist, which you might want to consider sharing with your employees at your next staff meeting. Signs to look for, according to Dr. Thimsen, include:

1. The trafficked person does not know what city she is in, she may not have an ID, and/or someone speaks for her the entire time.
2. The victim may be wearing clothing that is utterly inappropriate for his situation or the current weather.
3. It may be a child that is either unaccompanied or in the company of hypervigilant/overly protective adults.
4. The child may be reading off a paper to learn directions or locations and may be reluctant to answer questions, if not avoiding the questions altogether.
5. Young children may have iphones, ipads, games or play station technology. (I realize this particular point may be the hardest one to discern these days, with so many young children legitimately owning all sorts of electronic devices.)

But above all: Be alert! Notice what is happening around you; if it feels “off”, call law enforcement or the Missouri Attorney General Tip Line – 888.373.7888 (the national tip line is the Polaris Project... <https://polarisproject.org/>)

Do not try to rescue a person; call law enforcement, for your own safety and that of the victim!

**Thank you so much**

We would like to take this opportunity to thank the St. Louis Area Hotel Association (SLAHA) for recognizing the need to

create awareness of this issue and for responding by sponsoring this event. Hearing from people on the frontlines of this fight, one of them being a victim of sex trafficking herself, really made an impact on many of our attendees. Katie Rhoades, founder of Healing Action and survivor of sexual trafficking abuse, stated quite bluntly, “We do not have a supply problem; we have a demand problem.” Drawing on her own experience ‘on the job’, she explained that “the hot time for sex prostitution is about 7am when people are headed to work, because a lot of clients are husbands and business men.” This is obviously in stark contrast to the common mental picture I myself had of seedy single men driving up and down the streets to pick up a prostitute late at night.



*Non-profit organizations who work to support survivors of Human Trafficking exhibiting at MM&E Expo 2018.*

Appealing to the audience’s compassion, Katie spoke of the de-valuation of humans when they are being trafficked or even when they “choose” to sell themselves for money because this is the only way they know how to support themselves and their families. I don’t know about you but I have never heard anyone say before that “if you’re buying another human being, you’ve de-valued [us]. [I] can’t say to a trick, “Treat me well”, because [you] just bought [me].” (Katie Rhoades, Healing Action)

I had the chance to interview attendees about this educational luncheon right after and I received very interesting feedback from several. Please look in our fall issue for my compilation of reactions to all of this information, after you yourself have had time to digest it and realize the enormity of this issue globally and, specifically, in our industry.

**MM&E**

*Astrid Zeppenfeld is a contributing writer and MM&E’s editor/business development manager from St. Louis.*

## St. Louis Expo 2018: Time and Money Well Spent Educational, Inspirational, Fun

by Stacy Ross



This year's St. Louis Expo, held April 16-17 at the St. Charles Convention Center was a big success. More than 95 percent of attendees who completed evaluations said they learned something new and the time and money they spent to attend was a good investment.

The Expo kicked off on Monday afternoon with concurrent sessions on event insurance, social media, and food trends. MM&E columnist Chef Martin Lopez joined chefs from St. Louis Community College's nationally ranked culinary program, and mushroom farmer J.T. Gellineau for "Your Future in Culinary Events."

SLCC Chef Casey Schiller demonstrated the latest craze in beverages, culinary cocktails, offering samples of a refreshing blend of his house-made rosemary-infused vodka, grilled lemonade and fresh blueberry coulis.

"Culinary cocktails can have a lower price point, with just a few ingredients," Schiller told the audience. Lopez encouraged planners and to take advantage of their chefs' expertise and creativity and collaborate with vendors to create less-expensive yet higher-quality menus using in-season and overstocked produce and other ingredients.

In between sessions, attendees were free to visit with 54 ven-

dors in the exhibition hall. Shirley Clayton of Tradewind Tours in Nashville, Ill., is a veteran of several Expos and was pleased with the event. “The vendors were so friendly,” she said. “We met some new vendors and we’ve gotten new tour and event ideas.”

The afternoon ended with a panel on crisis management. Sean Wesley, a supervisor for Semper Blue Professional Services @ Ballpark Village talked about handling protests and the importance of an Emergency Action Plan. Other panelists included media relations specialists and a security service owner with training as a police officer, firefighter and emergency medical technician.

“I liked the different ways they approached each event,” said Cathy Susa, an event planner for the Missouri Public Utility Alliance, of the crisis management session. “Things I never thought of.”

Monday ended with two happy hours, one exclusively for planners who got in the spirit with a quick change into their groovy ‘70s attire, complete with wigs and psychedelic prints. Later, attendees headed out to Kokomo Joe’s arcade and escape rooms in St. Peters for more networking and fun.



As Williams identified the eight values that build trust, her audience nodded along in agreement, particularly when she got to number eight: Keep commitments! Later, she used a role-play exercise to demonstrate how habitual ways of thinking cause roadblocks.

Williams called several audience members to the front and blind-folded all but one, who was then tied to the rest of the



### Awesome Way to Start the Day

Tuesday started with a breakfast presentation by Jeff Koziatsek, a life coach and motivational speaker. His session “Value Driven Business: Authentic Leadership,” about teamwork and communication turned out to be the most popular session of the Expo.

“I was especially inspired with the breakfast breakout,” said vendor Kathy Barnes of Chemistry PR and Multimedia. “It was really awesome.”

After breakfast, LinkedIn trainer Pat Hensler presented one of two concurrent sessions, his on developing business leads through the professional networking platform. In the second session, former Webster Groves Mayor Terri Williams discussed overcoming internal roadblocks in “Power to the People: Power over to Power Within.”



group. That person was instructed to do whatever she needed to do to reach a chocolate bar, held by someone in the audience. The blind-folded participants were told to do whatever they needed to do to stop her. After a few minutes of pulling against the ropes and nearly reaching the candy, Williams finally asked, “Why didn’t you just untie your rope?”

### A Necessary Conversation

More than 200 people attended the closing lunch and keynote presentation, sponsored by the St. Louis Area Hotel Association. Attendees listened to a sobering panel discussion on



## EXPO RECAP: TIME AND MONEY WELL SPENT



victims, along with more than a dozen other children, of a child sex trafficking ring working out of the conference hotel. She noticed red flags, alerted the hotel and the children were rescued.

“I was overwhelmed with the prevalence of human trafficking,” said Koziatek. “It was a stomach turning but necessary conversation. The more we are aware of the signs, the better we can fight back.”

*MM&E*

*Stacy Ross is a freelance writer from St. Louis*

how to recognize and respond to human trafficking. Panelists included Katie Rhoades, herself a survivor of sex trafficking, Kathleen Thimsen, a nursing professor and founding member of Human Trafficking Collaborative Network, and Sgt Adam Kavanaugh, supervisor of the St. Louis County Human Trafficking Task Force, and deputy commander of the Missouri Internet Crimes Against Children Task Force.

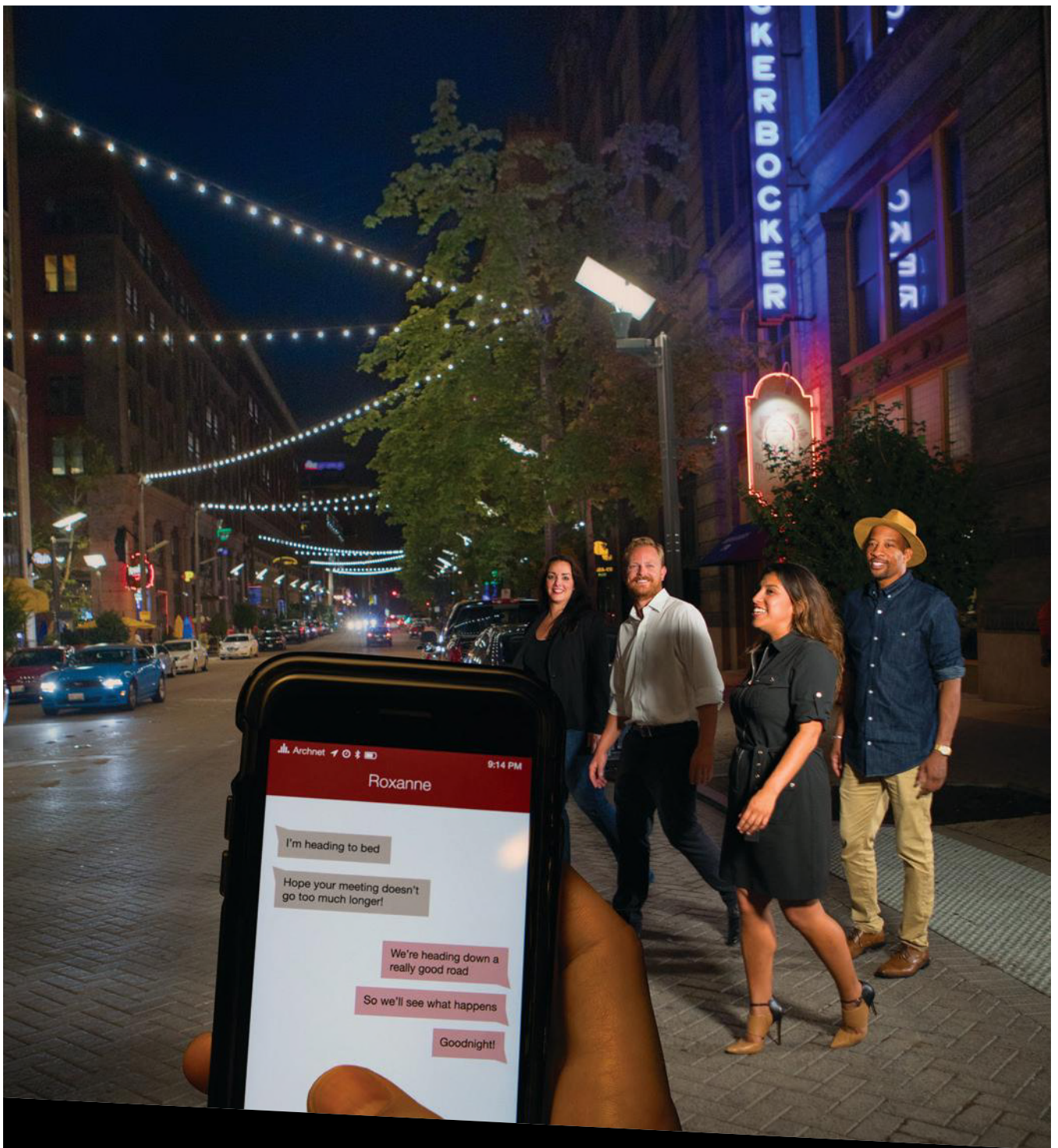
Rhoades walked attendees through her three years as a sex trafficking victim in the St. Louis area. She has gone on to become a social worker and found a nonprofit, Healing Action, for survivors of commercial sexual exploitation.

Thimsen told a disturbing tale of happening upon two young children while at a conference out of town who turned out to be

### Expo By The Numbers

- One hundred sixty people attended the Expo, with about half staying overnight.
- About half the planners in attendance worked for corporations, while a quarter worked for the government. The remaining 25 percent worked for nonprofits, educational institutions, or were independent.
- Almost 20 percent of attendees said they booked business with one of the more than 50 exhibitors while at the Expo, while almost 45 percent said booking was a possibility.

Stay tuned for details about the MM&E fall Expo in Kansas City.



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# Kimmswick Looks to Its Past to Secure Its Future

## Historic Delta Queen and New Port to Spur Revitalization

by Stacy Ross



If Kimmswick Mayor Phillip Stang has his way, the historic Delta Queen riverboat will be just one of many vessels embarking from a new port and offering overnight cruises on the Mississippi River.

“We’re looking to go back to where the city was many, many years ago as a historic river city,” Stang said. “Our major objective is the longevity of the city.”

Stang’s vision is getting close to reality. The centerpiece of Kimmswick’s renewal is the storied Delta Queen paddle-wheeled riverboat. The vessel is just nine years shy of a century old and is a National Historic Landmark. The city and the Delta Queen Steamboat Company’s owners are optimistic a congressional waiver (see sidebar) to allow the boat to offer overnight cruises will come through this summer. Once that hurdle is cleared renovations can begin with overnight cruises available a year later. The boat will carry 176 passengers in 88 staterooms on three to 10-night cruises on the Mississippi, Ohio, Tennessee, Cumberland, Kanawha and Arkansas rivers.

Meanwhile work on a new \$5 million port with surrounding improvements is expected to begin in October. The port—which will be built whether or not the Delta Queen gets its

waiver—will include two docks; one sized for the Delta Queen, and a second for other excursion boats. Viking River Cruises and American Cruise Lines have expressed interest in making a stop in Kimmswick, said Neal Breitweiser, executive director of the Jefferson County Port Authority. Kayak rental, a new riverfront park and an amphitheater are among additional amenities being considered, Breitweiser said.

“We’re bringing the river back to Kimmswick,” Breitweiser said. “We’re going to have as many people arrive by boat and steamship as by car.”

### Revolutionary Dining

While the Delta Queen will only offer overnight cruises, other Kimmswick venues are available for meetings and events. The Delta Queen’s dockside Port of Call restaurant opened 18 months ago in a restored Revolutionary-War-era log cabin. The restaurant has four contiguous dining rooms, each of which accommodates about 25, and a patio that can host 125.

“We do a lot of corporate meetings from small groups to larger ones that have taken the whole facility,” said Leah Ann

## DESTINATION SPOTLIGHT: KIMMSWICK LOOKS TO ITS PAST TO SECURE ITS FUTURE



Ingram, vice president and chief operating officer of the Delta Queen Steamboat Company, which owns the restaurant.

The Port of Call has an all-scratch kitchen, and can cater on property and off site with custom plated or buffet menus, said Dana Jones, director of operations. The restaurant hosts breakfast, lunch and dinner meetings, cocktail parties and small presentations for businesses and organizations, including government groups, drug companies and insurance companies, Jones said.

Diane Nagy has been involved in two events at the Port of Call. One was a holiday party for 60 members of the Kimmswick Historical Society, where Nagy is director of the museum. The group was divided into separate rooms for dinner, and then people were able to mingle, said Nagy. "It's very cozy and comfortable."

There were passed hors d'oeuvres, a plated dinner of turkey and baked ham, and bourbon bread pudding for dessert. "It was a huge plate of food," Nagy said.

The group did a walking tour and then went back to the Port of Call for more meetings, Nagy said.

### Levee-High Pies

The Blue Owl restaurant, well-known for its comfort food and "levee-high pies," offers two private dining rooms and a heated veranda.

The Texas Tea Room can accommodate up to 20; the Owl's Nest 20-35, and the Veranda up to 60. Room fees may be waived in certain circumstances, said Blue Owl owner Mary Hostetter. A typical lunch is \$20 per person and includes a choice of three items from a selection of soups, sandwiches, salads, quiche, and desserts and includes a beverage. China and silverware are included and linens and décor items are available for a fee, as is additional time. The standard rental period is two-and-a half hours.

The Blue Owl is mandatory on Tradewind Tours' bus trips, said Tradewind's Shirley Clayton. "It's a name that stands out,"



Nagy also is part of a group that held a meeting of about 40 people at the restaurant. "We had a continental breakfast, lots of coffee, and flow charts, exhibits and a presentation. There was room for that."

Clayton said. "You wouldn't have lunch anywhere else."

The restaurant hosts business groups such as doctors and attorneys for meetings and holiday parties year after year. One group had lunch and then went on a scavenger hunt through



## DESTINATION SPOTLIGHT: KIMMSWICK LOOKS TO ITS PAST TO SECURE ITS FUTURE

town. “They came back for dessert,” Hostetter said. “We can customize things like that.”

Cheryl Martin is an account manager for USI Insurance Services in St. Louis. The company provides insurance for more than 30 school districts throughout the state. USI has held a holiday lunch meeting in one of the private dining rooms for the last three years.



“We have a meeting, then lunch and gifts and shopping,” Martin said. “It’s so nice and festive; the Christmas decorations are so pretty.”

Because of the venue’s popularity, Martin suggests planning ahead. She makes their reservation for the following December in January. “They’re very accommodating to work with,” Martin said.

The 95-year-old Mable-Ruth and Fred Anheuser Estate offers tours of the house and its 23-acre park with a deck overlooking the Mississippi River. Fred was the great-grand-



son of Eberhard Anheuser, who founded the company that became Anheuser-Busch. Fred died in 1984. Mable-Ruth bequeathed the property to the city of Kimmswick after her death in 2000.

The estate can be rented for private parties and meetings. The outdoor event area accommodates up to 250 people, while the indoor sunroom can hold 50. Groups renting the space bring in their own food and beverages, with a limited kitchen area provided for food preparation. A package that includes the entire estate plus linens, tables and chairs is \$300 per hour for a minimum of two hours. The indoor and outdoor spaces can also be rented separately.



The estate is a popular stop on bus tours. Linda Koenig operates Gateway Tours in Chesterfield and regularly brings tours of about 50 people to Kimmswick. After lunch at the Blue Owl and shopping in the quaint stores Kimmswick is known for, the Anheuser Estate is the last stop. “We get a tour of the house, we get the history,” Koenig said. “People are free to wander through the house. They can see Mabel-Ruth’s clothing, her riding trophies, her memorabilia. And the grounds are just gorgeous.”

Other activities in the Kimmswick area include a visit to nearby Mastadon State Historic Site, an archeological park where prehistoric animal bones have been found and where Koenig often starts her Kimmswick tours. For history lovers who want to learn more about the town, the Kimmswick Historical Society offers tours of two restored log cabins, a guided historic walking tour of the town and the Historical Society Museum with a 20-minute film on the history of Kimmswick, all for \$3 per person for groups of 10 or more.

**MM&E**

*Stacy Ross is a freelance writer from St. Louis*



## DESTINATION SPOTLIGHT: KIMMSWICK LOOKS TO ITS PAST TO SECURE ITS FUTURE



### Delta Queen Hoping for Smooth Sailing Through Congress

The Delta Queen Steamboat Company and a line of ready passengers are eagerly awaiting the Delta Queen's return to navigating the rivers. So what's holding things up? A waiver from Congress. Legislators in Washington D.C. have been debating the fate of the Delta Queen for three years. Why? According to the Delta Queen's website, a fatal 1966 fire on a wooden boat in Florida prompted Congress to create the Safety at Sea Act, requiring ships carrying overnight passengers to be built entirely from non-flammable materials. The way the law was written inadvertently included the Delta Queen—the only boat of its kind offering overnight cruises on inland waterways—in its provisions. A waiver process requiring Coast Guard approval was developed and the Delta Queen was granted one every year until 2008 when the new owner decided not to request one and the Delta Queen became a floating hotel docked in Chattanooga.

Along came Ingram and the Delta Queen Steamboat Company, which purchased the boat in 2015 with a plan to restore her and offer three- to 10-day river cruises from Minnesota to Louisiana and from Pittsburgh to St. Louis. But by then, the Coast Guard had changed its mind. No waiver. Ever since then Ingram and her company have been lobbying Congress and negotiating with the Coast Guard for a new waiver. Ingram and others are optimistic that their most recent efforts will finally end this summer with a congressional waiver, which would allow for the first cruise to depart in summer, 2019, Ingram said.

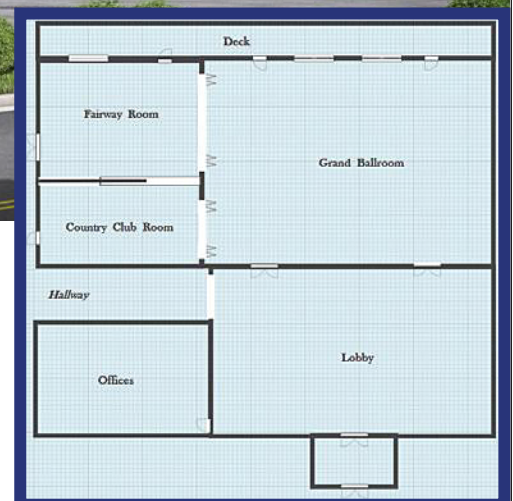
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# Kop's Korner

By Det. Trent Koppel

## *Business Email Compromise*

**A**s a member of the St. Louis Electronic Crimes Task Force I recently went to a Fraud Task Force Meeting and became educated on the newest fraud trends affecting our area. At this particular meeting the topic was Business Email Compromise also known as BEC. So, what is BEC? It is the most recent sophisticated scam using email and/or other electronic communication to impersonate a business executive, employee, or another person with the authority to request payments or gain access to employee payroll and W2 information on behalf of a business.

So how does it work? According to the U.S. Department of Justice, the BEC scam may begin when a legitimate user

downloads malicious software, known as malware, by clicking on an attachment or link in a spam or phishing email or acts upon a spoofed e-mail payment request crafted to look like it came from a company executive. Remember, you don't usually know that you're clicking a fraudulent site until it's too late. When enough legitimate information is stolen, this allows the scammer to assume the victim's identity both on and off line.

Secret Service Agent Tim Reboulet of the St. Louis Field Office a few things to consider before becoming a victim:

### **Safe Practices for Avoiding Cyber-Crime**

1. If it seems too good to be true, it probably is.

2. Don't give your personal information to someone you don't know, especially if you did not initiate the contact.
3. Your bank will never ask for your account number or personal information over the phone.
4. Ask questions. If you do not like their answers, do not proceed.
5. Never wire money to someone you do not know.
6. Never click on a link in an email. Always type the address in yourself.
7. Never give someone access to your computer, especially someone on the phone.
8. Don't respond to emails from people you don't know.



## SAFETY 101: BUSINESS EMAIL COMPROMISE



9. Never carry your social security card or birth certificate with you, keep them secure.
10. Don't carry bank accounts, passwords, PINs, or other vital information in your purse or wallet.
11. Make your passwords unique and complex. Make sure you add a special character to it.
12. Do your homework, research the company calling you or the email you received.
13. Ask others what they think about possible scams, such as letters, or emails.
14. Keep your credit and debit card numbers written down in a safe location, as well as the bank contact information.
15. Don't give into threats or intimidation. The fraudsters are usually thousands of miles away.
16. Be patient. If it is legitimate, there is no rush to move forward.

### What if you think you are a victim of a cyber-crime?

1. Take notes. Keep track of everything during this process.
2. Contact your bank. Flag or close your accounts, ask to speak to the branch manager for advice.
3. Flag your credit. Putting an alert on your credit will prevent new accounts from being opened.
4. Get a police report. Contact your local police department for instructions on getting a police report written for the scam. This will be used later when you dispute accounts or charges.
5. Contact the Federal Trade Commission. Reporting these scams prevents future victims

### There are warning signs you may want to pay attention to as well, here are just a few:

1. An e-mail request to change established wire transfer, payment procedure, or bank deposit instructions.

2. A request that the payment be expedited.
3. A requester who indicates he/she will be out of the office and/or will not be readily available for re-contact.
4. A requester that is seeking sensitive employee payroll or W2 information by email.

Keep an eye out for this type of sus-

picious email and other schemes, and of course if you have any questions or concerns you can always contact your local or state law enforcement officials for assistance.

*MM&E*

*Trent Koppel is a St. Louis-based detective and adjunct professor at Maryville University.*

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# Women in Hotel Leadership: What It Takes to Climb the Ranks

Statistics Show It's a Tough Hike

by Stacy Ross



A large majority of hotel employees, students in university hospitality programs, and travel decision-makers are women. By contrast, just 7 percent of hotel company executives are. “(Women) make most of the purchase decisions driving demand, are the majority of industry employees and dominate university hospitality enrollment,” according to the Women in Hospitality Leadership 2017 report. “Industry leadership today is not aligned with its market, employee base, or talent pipeline.”

The report was produced by the Castell Project, a nonprofit dedicated to accelerating the hospitality careers and providing leadership training for women.

Some companies are trying to change that narrative. Marriott International and Hilton are two of the five hotel companies that made Fortune’s 2017 list of 100 Best Workplaces for Women. Since 2016, Hilton has offered two weeks of paid parental leave to all new parents and an additional eight weeks paid leave for women who have given birth. Marriott has had a women’s leadership development initiative for almost 20 years and 50 percent of its executives are women, according to the company.

So what is the climate for women in hospitality leadership in Missouri? We decided to find out. We focused on hotel general managers, the highest on-property position in the 24/7 environment of a hotel.

Despite the statistics, most of the women we spoke with downplayed the idea of gender bias, but identified several factors that may keep women from reaching the top echelons of the hotel industry.

Here are their stories:

**Adrienne Lathan**  
Residence Inn by Marriott Airport-Earth City



Thirty years ago, Adrienne Lathan was a young single mother looking for a job. She wasn’t thinking about a career path or what would come next. “It was just getting a job,” Lathan said. “Housekeeping was not my first choice.”

But a housekeeper she became, never imagining she would

## FEATURE: WOMEN IN HOTEL LEADERSHIP: WHAT IT TAKES TO CLIMB THE RANKS



become any kind of manager. And that job led her to where she is today: general manager of Residence Inn by Marriott Airport/Earth City, her second stint as a GM.

She credits her housekeeping supervisor, who became her mentor. “She really pushed me when I thought I wasn’t ready,” Lathan said. “She told me ‘I can see you going places.’ That was the first time I started thinking of it as a career.”

Today, Lathan mentors men too, but finds herself mentoring more women. “This is a big corporate world that tends to have predominately men in this industry,” she said. “Sometimes you feel lost in the shuffle.” When she hears “I can’t do it,” from one of her young mentees, Lathan said, “That does not sit well with me. That’s when I tell my story.”

She would like to see the industry provide more support and educational opportunities for women, especially early in their life. But there are no easy answers. “It is hard,” Lathan said. “It is a challenge and it just depends on how bad you want it.”

**Chandler Thayer**  
RHW Management, Kansas City



Chandler Thayer is chief operating officer for RHW Management, which has 18 hotels in its portfolio, six in the Kansas City area.

“I am proud to say that we do have several women GMs within RHW, Thayer wrote in an email. “In fact, three of our five largest assets are operated by female GMs.”

While the company doesn’t do anything specific to promote women, Thayer said, it has a culture that fosters equality and inclusiveness. “One possible contributing factor to our gen-

der-neutral hiring process is that at least half of the four to five professionals involved in GM hiring decisions are women,” she wrote.

Thayer is part of a women’s hospitality leadership group, Women Supporting Women, in which the Castell Project is heavily involved. Thayer’s own experience aligns with the Castell Project report’s findings that just 20 percent of investment conference attendees are women; even fewer are speakers or panelists. Attendance at major hotel investment conferences provide important career development opportunities and visibility, according to the report.

“I have personally attended many hotel investment conferences and I will tell you they are mostly attended by men,” Thayer said. “These men are out there raising capital and putting together partnerships with which to launch new hotel developments.”

The C-suites of the new developments are then filled with men, Thayer said, and as the companies expand, women are not included because they have not been at the table.

“At the same time I have seen very few women reaching for those seats,” Thayer said, adding, “And they very seldom become available.”

**Amanda Joiner**  
Ritz Carlton St. Louis



Amanda Joiner’s first job out of college was supervisor of 740 housekeepers at the 1,600-room Hyatt Regency Atlanta. She worked her way up through different hotels and a variety of positions, moving several times. After 25 years with the Ritz Carlton, Joiner landed in St. Louis as general manager.



## FEATURE: WOMEN IN HOTEL LEADERSHIP: WHAT IT TAKES TO CLIMB THE RANKS

Despite being one of just nine female GMs out of 100 Ritz hotels, she said she hasn't faced gender discrimination. In fact, she recounts pitching her idea for a new position to her boss while she was three months pregnant with twins.

"At no time did it ever come up," Joiner said of her pregnancy. Then, just a few months into the job, she went on bed rest. "My boss said 'we can make it work, don't worry,'" she said. "I worked remotely from my couch."

Over the course of her career Joiner had several other supportive bosses and mentors, both male and female. She remembered her first day on the job at the Ritz Carlton corporate office, her last position before becoming GM in St. Louis.

"My boss told me 'I hired you because I wanted to hear your voice.' And he's pointing his finger at me," Joiner said, demonstrating. "He was someone I could confide in. He made it clear that I belonged and he made it clear that he expected me to participate."

But Joiner's climb through the ranks wasn't without the challenge of trying to balance a 24/7 career and a family. At one point, her husband had an opportunity for a promotion that would involve a move. The couple had a decision to make.

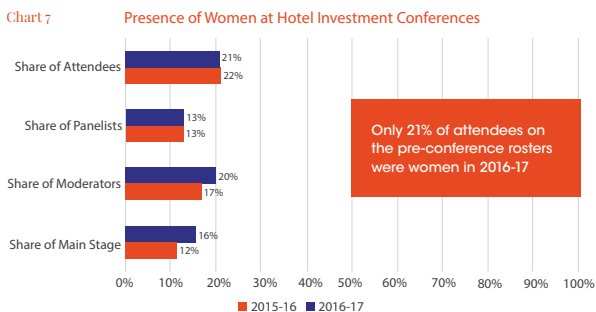
"We had a long discussion," Joiner said. "We made a critical decision." They ultimately decided that Joiner's career would take precedence over her husband's. And they hired a nanny.

"It's important for women to feel totally comfortable with your childcare," she said. "You have to have a support network."

**Stacey Howlett**  
Hotel Ignacio, St. Louis



### Conferences Are Career Development Opportunities

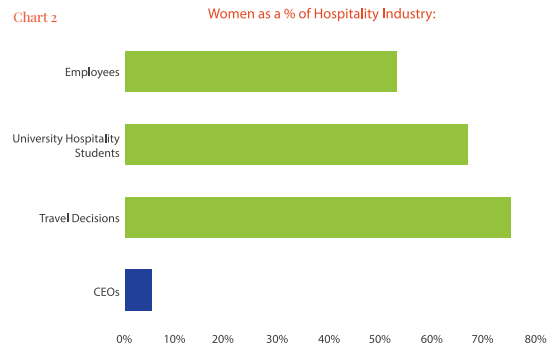


The 4 major hotel investment conferences represent the money in the industry. They are about investment and asset value of the industry and attract senior representatives who make the decisions that drive an industry that generates over half a trillion dollars in global annual revenue ([www.Statista.com](http://www.Statista.com)). Representation and visibility at these events defines career potential for both men and women:

- Only 21% of attendees on the pre-conference rosters were women in 2016-17
- 15% of speakers were women, less than their pro rata share of attendees
- 1 of 8 men on the pre-conference rosters spoke compared 1 of 12 women
- Of women speaking, more are at the division, EVP, SVP level while a higher proportion of men speaking are at the president, principal, managing director level
- Women are more likely to be moderators and less likely to be panelists, as a share of speakers by gender

### An Industry Lagging

Women are of particular importance to the hospitality industry. They make most of the purchase decisions driving demand, are the majority of industry employees and dominate university hospitality enrollment. Industry leadership today is not aligned with its market, employee base, or talent pipeline.



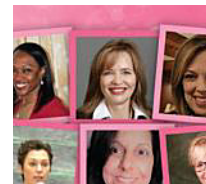
Note: Employees in US DOL NIACS 7211 Traveler Accommodation include lodging managers, cleaners, supervisors, clerks and wait staff at lodging establishments but is largely differentiated from the level of employee shown in the leadership charts in this report.

Sources: The Castelli Project, US Bureau of Labor Statistics, Journal of Hospitality & Tourism Education May 2015, SKIFT Travel Megatrends 2017.

Hotel companies are moving to address this situation. Fortune.com reports on the 2017 [100 Best Workplaces for Women](#) and included 5 hotel companies.

- Marriott International
- Hilton
- Kimpton Hotels & Restaurants
- Hyatt
- Concord Hospitality Enterprises

## FEATURE: WOMEN IN HOTEL LEADERSHIP: WHAT IT TAKES TO CLIMB THE RANKS



Stacey Howlett believes her challenges have been no different from any other hotel GM.

But she does see bias. “I definitely think it’s harder for women in this industry,” she said. “I think that it’s typically been a male-dominated profession. When people think of a general manager off the top of their head, they think of a man.”

She theorizes that one reason for the dearth of women leaders in the industry is the impact it has on family life. “In the hotel industry, especially with a chain, the opportunity for advancement often comes with a move,” said Howlett, who is married with no children. “That’s very tough for women, especially if they want to have a family. Moving in order to excel in (hotel management) is difficult. I don’t know how to change that.”

**Denise Haddad**  
St. Louis Marriott West



We caught up with Denise Haddad at the airport on her way to a GM position at a Marriott resort in Miami, having just left the same position at the St. Louis Marriott West. Haddad said she didn’t face challenges because she is a woman. “I was lucky enough to work for all the hotels I’ve worked for,” said Haddad. “If you could produce the right results they were very thankful.”

“I had fantastic mentors, they were all men,” she said. “They leaned on me in times of crisis. We worked as a team. Through hurricanes and blizzards, the owners, the vice presidents, the GMs, they depended on me to do the right thing. Take care of guests, take care of the hotel, take care of the associates.”

Women may be paid less than men, especially early in their careers, because, Haddad said, they are often reluctant to negotiate. “I don’t go any place for less money,” Haddad said. “Go into every job with your eyes open. You can negotiate.”

**Cynthia Savage**  
Raphael Hotel Group, Kansas City



Cynthia Savage grew up in the hospitality industry, the daughter of well-known Kansas City hotelier Philip Pistilli, who once owned the Rafael Hotel and where Savage was general manager for many years.

She dismisses the idea that the hotel industry is harder for women than men. “My philosophy is simply you take care of your guests, you take care of your people,” Savage said. “I learned early on from my family you’re only as good as the people supporting you.”

Savage acknowledges the job can be hard on family life. “There are things I missed out on, just like working men,” Savage said. “But when you need to, you have a little bit of flexibility to get to a program or a game; you can shift your work around. I really did learn you can balance it; you have to have good partner.”

Learn more about the Castell Project and access the Women in Hospitality Leadership 2017 report at [www.castellproject.org](http://www.castellproject.org)

**MM&E**

*Stacy Ross is a freelance writer in St. Louis*

# Your future in Culinary Arts

By Chef Martin Lopez



A recent survey of 700 professional chefs asked them which cuisine, beverages and culinary themes will be trending on restaurant menus in the year ahead. I had an opportunity to discuss these trends with Chef Casey Shiller and Professor Jeff Ivory of St. Louis Community College, and J.T. Gelineau from Mushrooms Naturally, during a session at the recent informative and fun Missouri Meeting & Events Expo. Topics we covered included:

- What's hot in 2018
- Top 20 food trends
- Top 10 concept trends
- Which trends are heating up and cooling down
- Bringing new meaning to local by accessing farmers directly
- Getting local on a large-scale
- Neighborhoods and cultures
- Get-out-and-see field trips

By the end, we all agreed that one of the most important areas we covered was preparing hospitality graduates for the future. I have joined the faculty of the new STLCC Hospitality Program and as my career takes me to the educational side of the industry, I recognize the importance of professional education, career support, and showcasing students.

STLCC Hospitality Management curriculum will introduce students to:

- Event planning
- Food and beverage
- Hotel management
- Travel and tourism



Our program welcomes students entering the field for the first time, those considering a second career and those currently in the field and looking to move up. We prepare graduates for management-level jobs in the hospitality industry or to continue their education at a four-year institution.

Our faculty members bring real-world experience, advanced



## FOOD AND BEVERAGE: YOUR FUTURE IN CULINARY ARTS



degrees and many professional credentials to the classroom including:

Certified Chef de Cuisine (CCC)  
Certified Executive Chef (CEC)  
Certified Executive Pastry Chef (CEPC)  
Certified Food & Beverage Executive (CFBE)  
Certified Hospitality Educator (CHE)  
Certified Hotel Administrator (CHA)  
Certified Lodging Manager (CLM)  
Food Management Professional (FMP)

The hospitality program offers both academics and practical knowledge. A combination of 200 hours is required in internships, service work, and program-specific events held at STL-CC, and new culinary lab classes in a commercial kitchen provide real-world experience.

Students can earn an AAS degree in Hospitality Management in as few as four semesters. Many classes are offered online and in the evening, allowing students to work and study at the same time.

Job prospects in the hospitality industry are good. The U. S. Bureau of Labor Statistics forecasts job growth for 2016 to 2026:

- Chefs and head cooks, 10 percent
- Food Service Management, 9 percent
- Event planning, 11 percent
- Lodging Management, 4 percent



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## FOOD AND BEVERAGE: YOUR FUTURE IN CULINARY ARTS



The array of sectors looking for hospitality graduates is broad, including some you might not think of, such as:

- Airlines
- Car Rental Firms
- Cruise Lines
- Human Resources
- Stadiums and Sports Venues
- Theme Parks

STLCC is recognized for the quality of education it provides at a more affordable cost than many proprietary schools and four-year institutions.

*MM&E*

For more information about the STLCC program, go to [www.stlcc.edu](http://www.stlcc.edu) and search for hospitality or contact: Program Coordinator Jeffrey P. Ivory M.Ed., CHE at 314-644-9764 or [jivory@stlcc.edu](mailto:jivory@stlcc.edu).

To learn more about Chef Martin Lopez, visit [www.ChefMartin.net](http://www.ChefMartin.net).



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# Apps to Help Simplify Travel

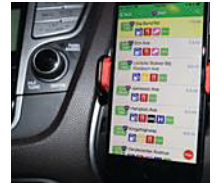
by Bill Clevlen



Are you old enough to remember the days when road trips across America meant using giant maps that nobody could ever re-fold? If so, you're probably thrilled with today's technology that lets you use GPS to enhance your travel experiences. From avoiding toll roads to finding a place to crash for the night, mobile apps have been an absolute game changer.

I spend a considerable amount of time in my car driving around the country. These are some of the apps I have on my phone that are sure to make your next trip more productive and enjoyable. All of the suggested apps are available for download on both Apple and Android mobile devices. Be mindful of your phone's data plan and battery life when using them.

*MM&E*



## TravelBank

If there was ever a perfect app designed for business travel, this is it. TravelBank helps you stay organized before, during and after your trips. The app can help you plan for your trip, track mileage, or book flights. Employees can even scan and upload receipts and instantly be reimbursed for expenses. It will even sync to programs like Quickbooks. TravelBank is ranked No. 1 in Apple's "Business Apps We Love." TravelBank says their mission is to help redefine how employees create expense reports.

Cost: **FREE**



## Google Maps

I drive all over the country and have tried nearly every GPS app on the market. I always come back to Google Maps because it tends to be the most reliable. That's not to say it's perfect, because it isn't. But there's more than enough to like about it. For example, the real-time traffic updates are pretty spot on. I'm alerted when there's an accident up ahead and a faster route is available. And unlike some of the other traffic apps, I don't have to worry that it's going to direct me to drive into a lake. (Yes, that's really happened.) The Google Maps app is also helpful when you can't seem to find the physical address once you arrive. The Streetview feature clearly shows the building you're looking for. I also like that you can switch the color scheme depending on whether it's day or night.

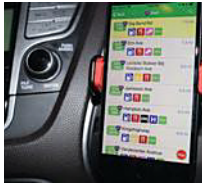
Cost: **FREE**



## Spot Hero

Finding a place to park, especially in a city you're not familiar with can be a huge hassle. Time that you spend looking for a spot can be stressful, and even cause you to be late for an important meeting. Park in the wrong spot and you could wind up with a costly ticket or worse. The Spot Hero app can tell you ahead of time where to find the most reasonable parking spot and in many cases, you can pay in advance to reserve it.

Cost: **FREE**



## FEATURE: APPS TO HELP SIMPLIFY TRAVEL



### Field Trip

If you plan on road tripping this summer, this is a definite must! The Field Trip app allows you to really get a sense of your surroundings by pointing out landmarks, important historical spots or general information that you might not be aware of. The app can run in the background while you're driving and "cards" will pop up on your screen with details about things that fall into your selected categories. You can choose options like "Food & Drinks," "Cool & Unique" or "Arts & Museums." The cards can be narrated through your vehicle's Bluetooth capability.

Cost: **FREE**



### I-Exit

We've all been driving down the highway and debating whether or not to get off the for food and fuel, not knowing if an exit up ahead might have better or fewer options. Using the I-Exit app, you can see details on restaurants, stores, attractions and gas stations, including current fuel prices. GPS detects the highway and direction you're driving while listing the upcoming exits.

Cost: **FREE**



### Roadside America

Of all the travel apps I have on my phone, this is my favorite. Of course, I'm a big fan of pulling off the road and seeing things like the tallest fork in America. (Hello, Springfield, MO.) Roadside America has brilliantly archived nearly every quirky attraction in the country. When you open the app, a list of fun stops will show up based on the distance from your current location. Some are better than others, and a user review feature rates the stops to let you know if they're worthy of a visit. There are eight versions available. You can opt to purchase the region you typically travel in or unlock all of the information at once.

Cost: **\$2.99 for 1 region. / \$5.99 for the entire U.S.**



### Just Ahead

If you like the idea of having your own personal tour guide, this is the perfect app for your next trip. Just Ahead can share an interesting story about something you see on the horizon, give you the background story on a small town, or list the highlights of a big city. All of the content is produced by travel writers from National Geographic, AAA, Outside Magazine and others. All you have to do is look out the window and listen to the highlights.

Cost: **Free to download. (Individual guides must be purchased)**

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# Dunn Deal



By Barbara F. Dunn O'Neal, Esq.  
Partner: Barnes & Thornburg LLP

## Spring Cleaning Your RFP

It's that time of year for Spring cleaning. And while most of us should be tackling cleaning out our closets or basements, one often overlooked document for cleaning is the request for proposal (RFP) document organizations distribute for their meetings and events. If you have been guilty of not reviewing and updating your RFP in a long time, now is the perfect time to tackle that task!

The RFP is the ideal vehicle for organizations to communicate not only their room, function space and food and beverage requirements but also their "wish lists" and contract requirements. Following is a summary of trend and considerations for organizations as they tackle the task of cleaning their RFP:

### Background and History

- Details as to the type of meeting, tentative schedule and a description of the people who will be attending the meeting
- History of hotels where the meeting has been held and corresponding data as to room block utilization, food and beverage revenue and ancillary spending

### Room Block

- Summary of room types needed including percentages of singles and doubles as well as suites
- Detail as to number of government rated rooms needed
- Requirements for the organization's right to increase or to decrease the room block
- For resorts, detail room type by location and/or view.

### Room Rates

- Information as to whether the rates need to be net, non-commissionable or commissionable
- Details as to whether a rebate needs to be added to the room rate
- Commitment that the hotel shall not offer (or at least publicize) lower rates over the blocked dates
- Requirements for pre/post rates

### Reservations

- Detail reservations process
- Individual room cancellation policy requirements
- Method of managing any walk situation including requirement to provide alternate equal or better accommodations at nearby hotels and transportation to and from the hotel

### Concessions

- Complimentary rooms and suites
- Complimentary upgrades to suites
- Complimentary rooms ration (e.g., 1:40) and right to utilize earned but unused complimentary rooms as a credit to the organization's master account
- Discounts on food and beverage
- Discounts on use of in-house audio-visual provider
- Complimentary internet in guest-rooms
- Complimentary access to fitness center
- Credit to master account based on a percentage of total master account spend

### Room Block Attrition

- Specify percentage of minimum

room block pickup (e.g., 75% of contracted room block)

- Detail how attrition fee will be calculated (e.g., use of lost profit vs. full room rate)
- Requirement for organization to get credit for resold rooms
- Right to review information and documentation upon the billing of any attrition fee to verify the calculation of any fee due

### Function Space

- Detail room and set up requirements
- Requirement for complimentary space and set up
- Statement that there shall be no reassignment of function space without the group's prior written consent
- Specify need for any 24 holds on function space
- Requirement for ensuring no competitor or conflicting groups are utilizing function space during group's meeting
- Specify right to quiet enjoyment of space and hotel's obligations to address any related issues

### Audio-Visual and Technology

- Audio-visual requirements including use of outside vendors and the group's own equipment at no additional charge;
- Detail technology requirements in function space including number of users, number of devices as well as required bandwidth and security
- Summary of process to address any technology issues including the group's right to remediate the problems at hotel's cost





**Cancellation Fee**

- Summary of group's requirements as to cancellation fee being based on a sliding scale and lost profit vs. full room revenue
- Requirement for group to receive credit for resold rooms
- Right for group to rebook another meeting and to receive credit back for cancellation fees.

**Rights of Cancellation Without Liability**

- Detail of force majeure provision including items on the "grocery list" of bad things which could happen (e.g., Acts of God, fire, war, terror, transportation interruptions) as well as the standard of impact (e.g., commercially impracticable vs. impossible)
- Summary of other rights of cancellation without liability including construction/renovation, change in hotel management company, and reduction in hotel facilities or services

**Liability**

- Requirements for indemnification

provision protecting the group against the negligence of hotel, its employees and contractors

- Obligation on the hotel to provide group with detail of its insurance arrangements.

**Compliance with Laws**

- Summary of each party's obligations under the Americans With Disabilities Act including hotel's obligation as it relates to compliance in guest rooms and public areas and group's obligations as to programming in function space
- Requirement of hotel providing verification of its compliance with local fire, safety and health department codes

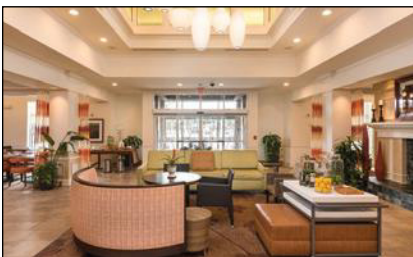
So as you are dusting off and updating your group's RFP, consider the key items noted above and including them in your group's "clean" RFP. Remember, in negotiations, if you don't ask, you don't get so use the RFP to communicate all items you are seeking in your group's next contract.

*Barbara F. Dunn O'Neal is a partner in the Chicago office of Barnes & Thornburg LLP and is a member of the firm's Corporate Department and Associations and Foundations Practice Group. Barbara can be reached at (312) 214-4837 or barbara.dunn@btlaw.com.*

*This article should not be construed as legal advice or legal opinion on any specific facts or circumstances. The contents are intended for general informational purposes only, and you are urged to consult your own lawyer on any specific legal questions you may have concerning your situation.*

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# The Nose Knows: Scents Can Improve Mood, Energy and Sleep

International Scents Brings the Science of Smells to Doctor's Offices, Convenience Stores

by MM&E Staff Writer

Even in July, the smell of a fresh-cut pine tree evokes memories of Christmas; the scent of lilacs conjures up that light, airy feeling of spring; and the aroma of burgers on the grill stirs up memories of a summer barbecue.

"A number of studies have shown that the odors people like make them feel good," writes Rachel Herz in an article for Psychology Today. Herz is a professor at Brown University and Boston College and a recognized expert in olfaction, the science of smell. "People who worked in the presence of a pleasant-smelling air freshener also reported higher self-efficacy, set higher goals and were more likely to employ efficient work strategies than participants who worked in a no-odor condition."

Studies have shown that our sense of smell can even predict Alzheimer's disease and may even correlate with our political views! For many of us the pine tree, lilacs and hamburgers conjure up good memories. That may not be the case for everyone. We aren't born knowing what smells good to us and what smells bad.

"For an odor to elicit any sort of response in you, you have to first learn to associate it with some event," according to Herz.

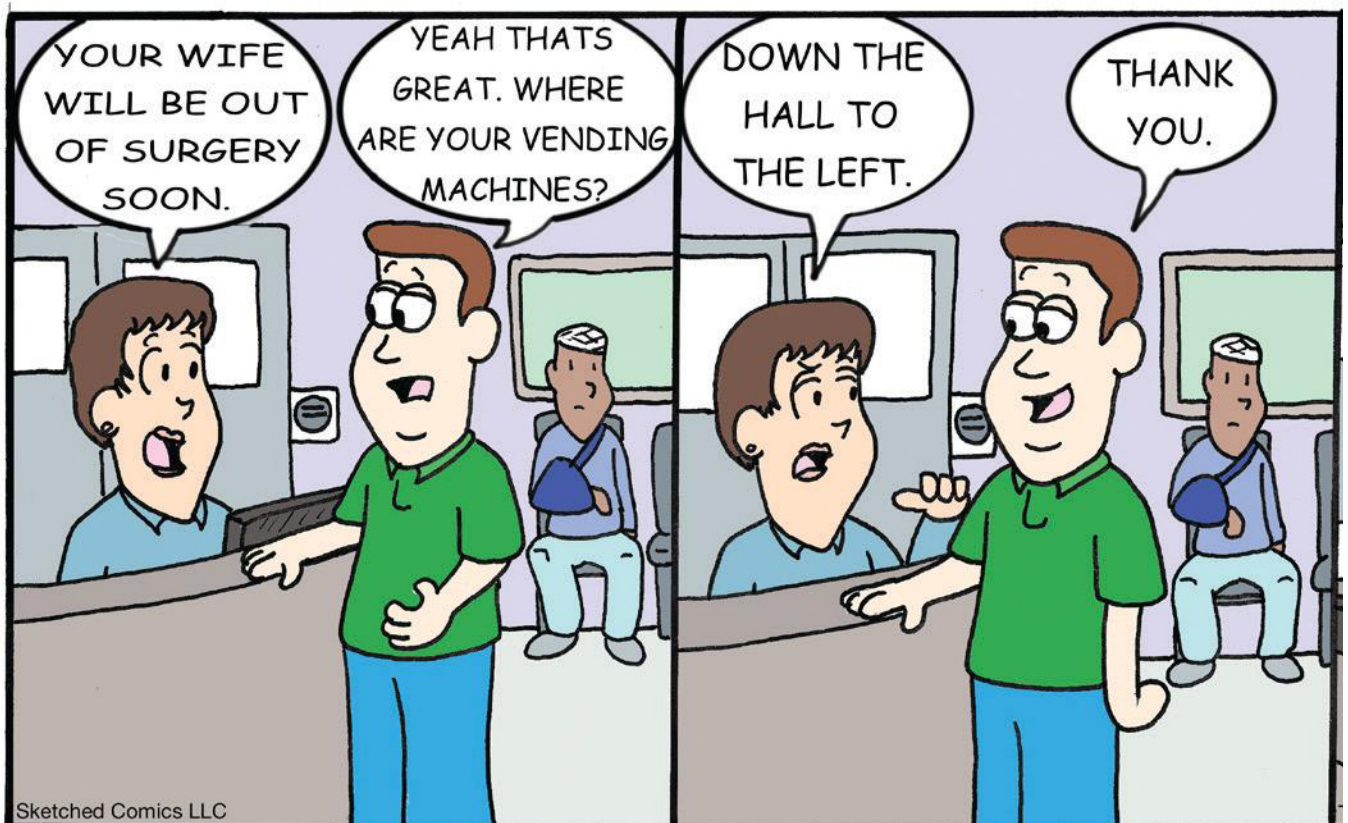
In other words, if the pine tree reminds you of the time your house burned down on Christmas, that smell probably will not make you feel good.

## A Direct Connection

Why is our sense of smell so powerful? For one, our olfactory sensory neurons, which are bundled high in the back of our nose, have a direct connection to the parts of the brain that process emotion and associative learning, Herz writes.

We also have smell nerves on the roof of our mouths, so when we chew, food releases aromas that contribute to our sense of taste. That's why, when we have a cold and our noses are stuffed up, we are less likely to enjoy food.

It's no wonder then that the sale of essential oils and diffusers has grown exponentially to become a billion-dollar business. The growth is not driven by yoga studios and massage thera-





pists alone. Companies as diverse as 150-year-old food company Cargill and a tech-start-up called Cheero are developing scent-related products. For example Cargill is a global conglomerate experimenting with compounds of thyme, cinnamon and oregano oils to improve chickens' health and spur growth without antibiotics. Cheero, based in Japan and California, has developed the Sleepion, a device to promote sleep. The U-shaped machine emits soft music, gentle light, and soothing aromas, including a compound of lavender, cedarwood and geranium oils, to promote sleep, according to the company's website.

**That Coffee Smell**

Caroli Young and her St. Louis-based company, International Scents, have jumped into the fray and are working to harness the power of our sense of smell. She uses several methods to diffuse natural and synthetic scents to ease anxiety in doctors' waiting rooms, improve nursing home residents' alertness, and increase coffee sales at convenience stores.

"Convenience stores are going to single-serve coffee makers so that coffee smell is not there," Young said. "Their coffee and pizza sales went down."

Our sense of smell is most accurate between the ages of 30 and 60 years, according to the American Academy of Otolaryn-

gology. After age 60 it starts to decline, and many seniors lose their sense of smell altogether. Women's sense of smell tends to be more accurate than men's, according to the Academy. The declining sense of smell in the elderly may explain why carefully enhanced smells can help in nursing homes.

"Baked breads bring a memory to them of childhood," Young said. "Lavender and eucalyptus can be calming. Certain smells stimulate residents, make them more alert."

Studies have shown that the scent of vanilla can help reduce anxiety so that patients can complete CAT scans and MRIs when they otherwise may not have been able to. Rosemary provides pep and may improve long-term memory. And the odor of oranges can ease anxiety in medical settings.

Young counts doctors' offices as clients and her experience bears that out. "A lot of doctors may have it in their lobbies," She said. "Doctors want a clean, fresh smell, sometimes a citrus."

With new clients, Young first does a consultation to get an idea of what they're trying to achieve and determine what scents might work for their situation. She will then develop a plan tai-



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## INDUSTRY SPOTLIGHT: THE NOSE KNOWS



lored to the client's needs and recommend particular scents for a given situation. The plan will include how much, how often, and which scent will be diffused. She may set up portable diffusers in a doctor's waiting room or tie into an office building's HVAC system.

The system can be tailored to the client's needs. "It might be on in the morning, or it can be on just for an hour or so," Young said. Or in the case of a nursing home, just during dinnertime, to stimulate patients' appetites, she said. "It can be programmed for any amount of time, any days," she said.

### Why not Amazon?

So why not just buy a diffuser and some oil on Amazon? "Our scents are unique," Young said. "We've done a lot of research and done a lot of testing. Our scent pallet is better than what you can just go buy."

Young also offers odor neutralizers that can be combined with any scent to neutralize smoke, body odors, or stale air. She offers a cold diffuser that's made for synthetic scents, she said, which are available for people who have allergies and may not be able to tolerate natural oils.

Young has a client who had an International Scents system in her vacation home. "I recently put an International Scents HVAC scent machine in my home in Hilton Head," her client said. "I love it so much I am having them install one in my home in St. Louis."

Young summed it up: "Scent is the fastest route to our memory. It's just like music; it takes you back to a memory of a time or a place." Young makes sure it's a good one.

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## LUMIÈRE PLACE CASINO & HOTELS ANNOUNCE REGIONAL AWARDS



For the second year in a row Lumière Place Casino & Hotels earned the Best Overall Casino and Best Customer Service awards in Missouri in the *Midwest Gaming & Destinations Magazine* Readers' Choice Awards for 2018. In addition, Hotel Lumière at the Arch was recognized as Best Hotel Suites and Cielo at Four Seasons Hotel St. Louis won Best Restaurant honors. Other awards included Best Poker Room, Best Entertainment, Best Nightlife and Best Advertising. Altogether, Lumière Place was recognized in 14 categories.

"We're honored and excited to announce that we've been named Best Casino in Missouri & Best Customer Service by the readers of *Midwest Gaming & Destinations Magazine* for the

second year in a row!" said Lumière Place's Vice President and General Manager Brian Marsh. "We've worked hard to make our property a dynamic, one-stop entertainment complex, and we're delighted our guests agree!"

Lumière Place boasts a 75,000 square-foot casino floor featuring more than 1,700 slot machines, 60 table games and a dedicated 10-table poker room.

The awards are voted on by readers of *Midwest Gaming & Destinations Magazine*, which serves casino-goers in the states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Ohio, Oklahoma, North Dakota and Wisconsin.

## COPS AT DONUT SHOPS FOR MORE THAN JUST A BITE ANNUAL FUNDRAISER BENEFITS SPECIAL OLYMPICS KANSAS ATHLETES

Law Enforcement officers staked out Dunkin' Donuts locations throughout Kansas on May 18 to raise money for Special Olympics Kansas. During the event called "Cops at Donut Shops," officers collected donations to benefit more than 4,300 Special Olympics Kansas athletes. City police officers, county deputies and troopers with the Kansas Highway Patrol climbed on store roofs at 6 a.m. and stayed there until 1 p.m. (Officers at Lawrence locations stayed on the ground.)

"Law Enforcement officers work throughout the year to raise money to support our athletes," Special Olympics

Kansas spokesperson Heather Waters said. "This is a fun event for officers because it lets them interact with citizens in their community and share why they are passionate about supporting Special Olympics Kansas athletes."

Law Enforcement Officers raised more than \$500,000 for Special Olympics Kansas athletes in 2017 through events like Cops at Donut Shops, the Law Enforcement Torch Run, golf tournaments, Tip-A-Cop Events and more.



Please join us for a VIP Familiarization tour of beautiful Bogey Hills Country Club on Tuesday, June 12th from 5:00 p.m. to 7:30 p.m.

The event, hosted by Bogey Hills Country Club and *Missouri Meetings and Events* magazine, will feature chef-specialty hors d'oeuvres and cocktails, tours of the new meeting and event spaces, goody bags and prizes.

Bogey Hills Country Club's new conference venues feature three distinct event spaces with rooms overlooking a spectacular view of the golf course and grand waterfall. The "wall of windows" in the Grand Ballroom and Fairway Room opens to a 1,000-sq.-ft. covered deck that is perfect for meeting breaks, luncheons and cocktails. Our all-new venue can accommodate 15 to 500 people. Other highlights, details, and floor plans will be provided at the event.

More exciting news: Bogey Hills Country Club is now a Woman-Owned business! We proudly announce Angel Walters Likens as our President/General Manager. The staff at Bogey Hills Country Club are looking forward to meeting you at our event.

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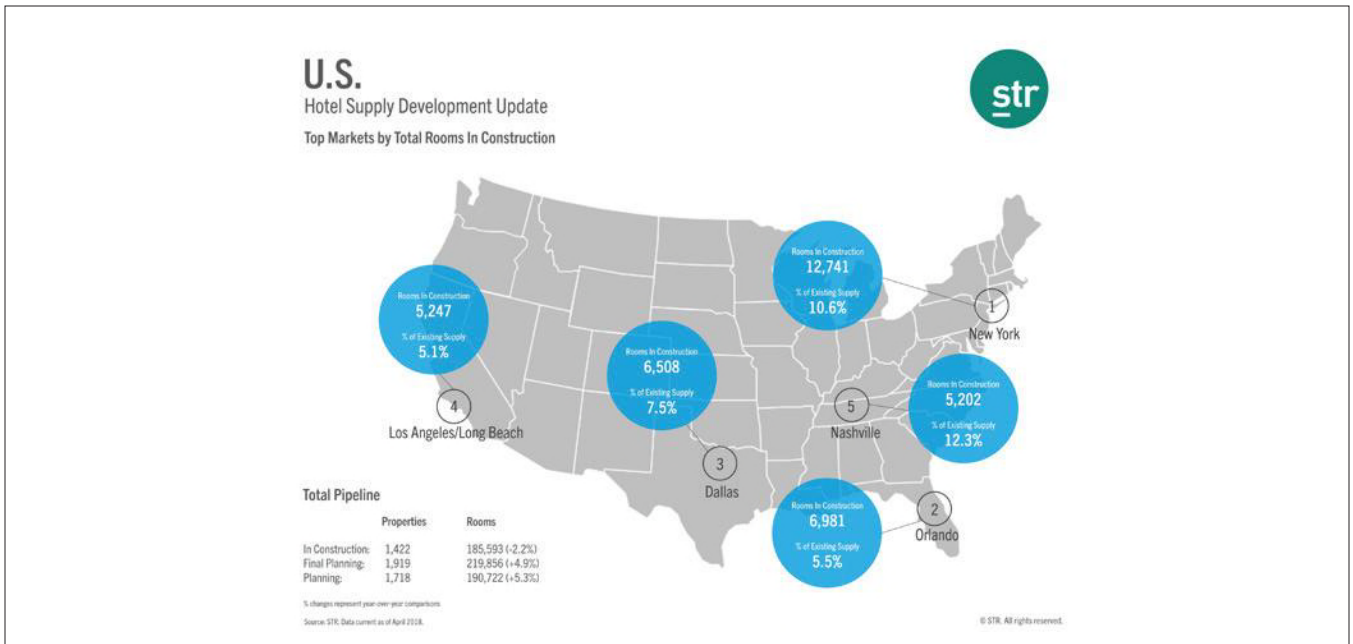


Please RSVP to Naja at [najapc@pc40.com](mailto:najapc@pc40.com) before June 6.

Bogey Hills Country Club / 1120 Country Club Road / Saint Charles, MO 63303

**Directions:** From St. Louis, take Hwy. 70 West to Exit 227. At the top of the exit ramp, turn left and go back over the highway. Once over the highway, make a right on Veterans Memorial Parkway. Stay in the left-hand portion of your lane, go through 2 stoplights, keeping to your left. You will now be on Country Club Road. Stay on Country Club Road for approximately 1/4 mile. Bogey Hills Country Club will be on your left.

## STR'S U.S. HOTEL SUPPLY DEVELOPMENT UPDATE



The U.S. room construction total represented a 2.2% decrease compared with April 2017. The number of hotel rooms under construction in the U.S. has now declined in six of the last seven months.

- April (-2.2%)
- March (-2.4%)
- February (-0.7%)
- January (-1.6%)
- December (-3.7%)
- November (+0.6%)
- October (-0.1%)

At the time, the decrease in December was the largest year-over-year room construction decrease in the U.S. since September 2011 (-7.8%).

### About STR

STR provides clients from multiple market sectors with premium, global data benchmarking, analytics and marketplace insights. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, England. For more information, please visit [str.com](http://str.com).

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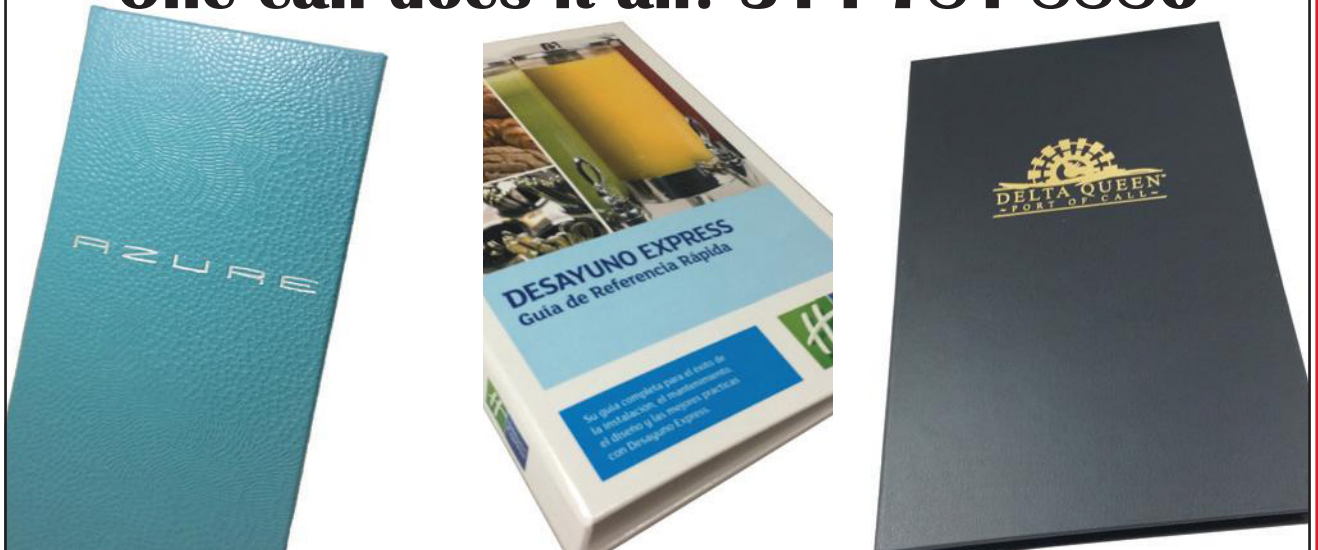
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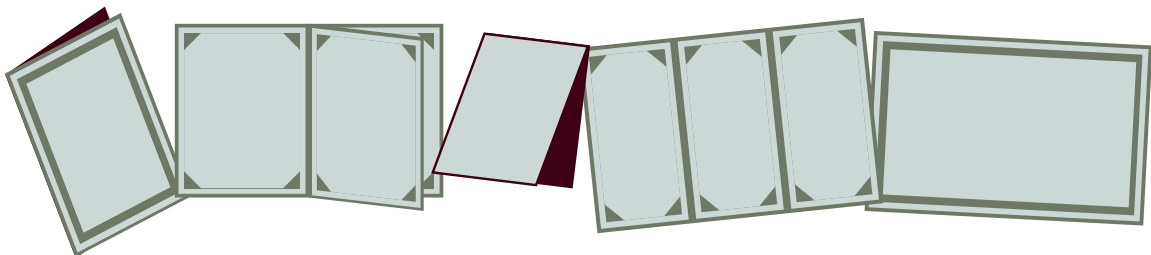
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*MM&E staff joined members of the St. Louis Area Hotel Association (SLAHA) at Busch Stadium for a Cardinal's game against the Milwaukee Brewers April 11. Pictured (left to right) Edward Merkel (Innovative Facilities Solutions), Michelle Hoog (MM&E), Tom Reis (Innovative Facilities Solutions), and Joe Clote (MM&E).*



*Heather Kotsybar, director of sales for Hotel Ignacio and SLAHA member with Stacy Howlett, Hotel Ignacio general manager and SLAHA board president, at the annual SLAHA Cardinal's game April 11.*



*Missouri Meetings & Events' intern Brooke Kovaleski at the St. Louis Small Business Monthly Magazine Expo held at the Saint Charles Convention Center April 10.*



*Kokomo Joe's staff dressed in '70s attire for Missouri Meetings & Events' "Groovy Galas and Funky Functions" St. Louis Regional Expo. Attendees enjoyed food, games, and prizes at the off-site reception April 16 at Kokomo Joe's Family Fun Center in St. Charles.*

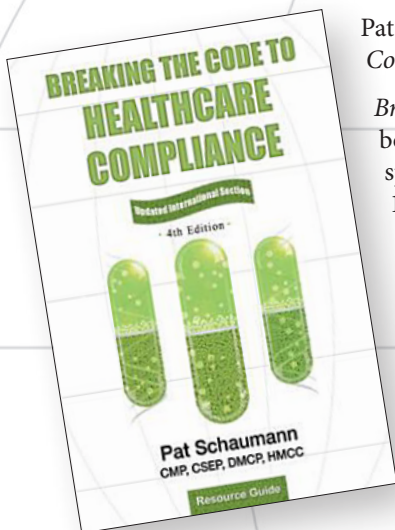


*View of the baseball field at Busch Stadium from the party room during St. Louis Area Hotel Association's annual Cardinals' baseball game networking event.*



*SLAHA members Andy Johnes (Saint Louis Mat and Linen), Dave Cooper (Crown Linen Service), and Doug Parrish (Saint Louis Mat and Linen) at the April 11 Cardinals v. Brewers game.*

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*Pat Schaumann, CMP, CSEP, DMCP, HMCC, is senior director of healthcare compliance for Maritz Travel. She is a leader in the meeting management and healthcare meeting industries.*



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**Jennifer Countryman**

Jennifer Countryman is bringing her years of sales and convention experience to The Lodge at Old Kinderhook as group sales specialist to grow business and bring groups to the Lake of the Ozarks.

Jennifer began her career in hospitality in 1999 as a housekeeper for Comfort Inn in Marshall, Mo. She moved to the Lake of the Ozarks in 2005 and began a career in golf and horticulture work at The Golf Club at Deer Chase. Starting in 2006, Jennifer gained experience at several hotels in the Lake Area including Town and Country Motel, Eagles Nest, The Heritage Inn and Suites, Inn at Grand Glaize, and American Best Value Inn & Suites. In the Spring of 2010 Jennifer joined the Lodge of Four Seasons where by 2016 she was sales manager at the resort. Jennifer has represented the Lake Area at Tourism Days at the State Capital and the industry as a member of Meeting Professionals International.



**Shane Somers**

Shane Somers joined the Westin and Sheraton Hotels in Kansas City in March as the director of sales and marketing. Shane brings more than two decades of a variety of industry experience. He came to us from his role as account sales leader where he oversaw a team of account executives in eight states. He

has held various sales leadership roles both on property and above property, including Marriott's senior market account leader working with a team of senior account executives handling global sales in 10 states. He began his hospitality career with several food and beverage positions.

During his career, he has received numerous accolades including Sales Leader of the Year for the Midwest Region in 2004 and the Courageous Leadership Award in 2013 awarded by the Americas Sales Leadership Team.

Shane studied Hotel and Restaurant Management at Kansas State University.

Outside of work, Shane enjoys playing basketball and golf, as well as coaching sports and encouraging kids to compete with sportsmanship. Shane resides in Olathe, Kan. with his wife Tricia and their two boys.

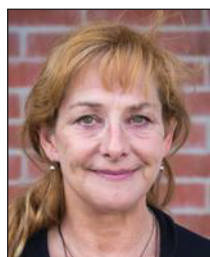


**Tracy McKinney and Shannon Boller**

The Lake of the Ozarks Convention & Visitor has hired two new administrative assistants. "We are very excited to have Tracy McKinney and Shannon Boller join our team," said the bureau's Executive Director Tim Jacobsen.

Previously, Tracy spent 10 years at Charter Spectrum in Osage Beach and has worked at Lake Hill Veterinary Clinic and Western Baptist Hospital. Tracy moved to the Lake in 2004 from St. Louis.

Tracy will graduate in August from University of Phoenix and is a graduate of St. John the Baptist High School in St. Louis. Tracy lives in Camdenton with her husband Greg McKinney and has a



daughter who will graduate in May from Camdenton High School.

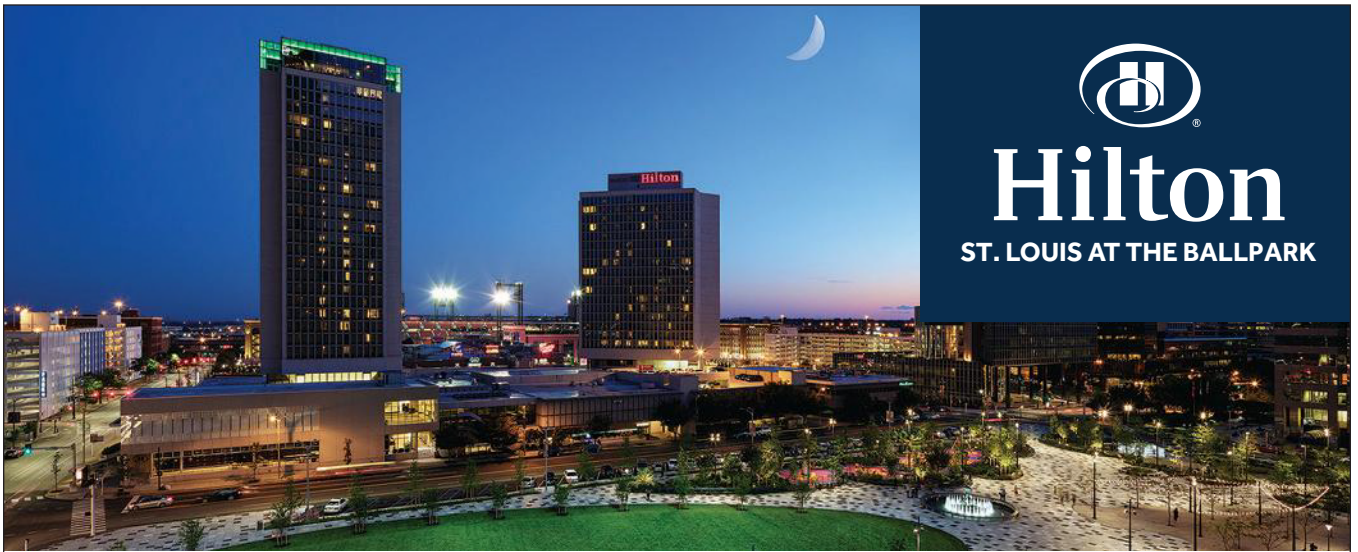
Shannon moved to the Lake in 2008 from Indiana. She has worked at the Student Aid Administrators in Osage Beach, Decision Information Systems in Peru, Ind., R & R Oak Cabinet Company in Logansport, Ind., and has been active in Lake of the Ozarks Soccer Association (LOSA). She has a Bachelor Degree in Finance and Economics from Indiana University. Shannon lives in Camdenton and is married to Capt. Bill Boller with Mid County Fire Protection District. Shannon has a son, daughter and three grandkids.

**Denise Pozniak**



Denise Pozniak was named marketing consultant at the Lake of the Ozarks Convention & Visitor Bureau in March. Previously, Denise was event meeting manager at Tan-Tar-A Resort, a sales consultant at Irving Materials in Nashville, and held various positions at Diversified Companies in Mesa, Ariz. "We

look forward to Denise's positive energy and years of experience assisting our member businesses and organizations in promoting themselves," said Tim Jacobsen, the bureau's executive director. Denise is a resident of Camdenton.



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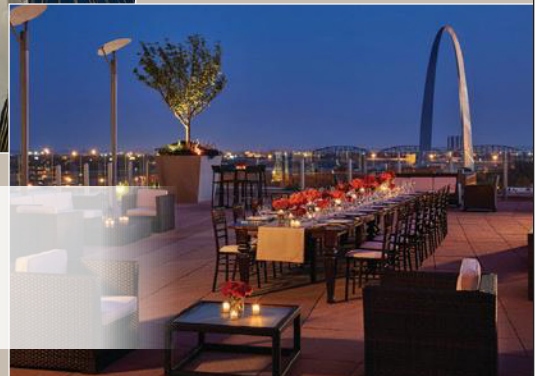


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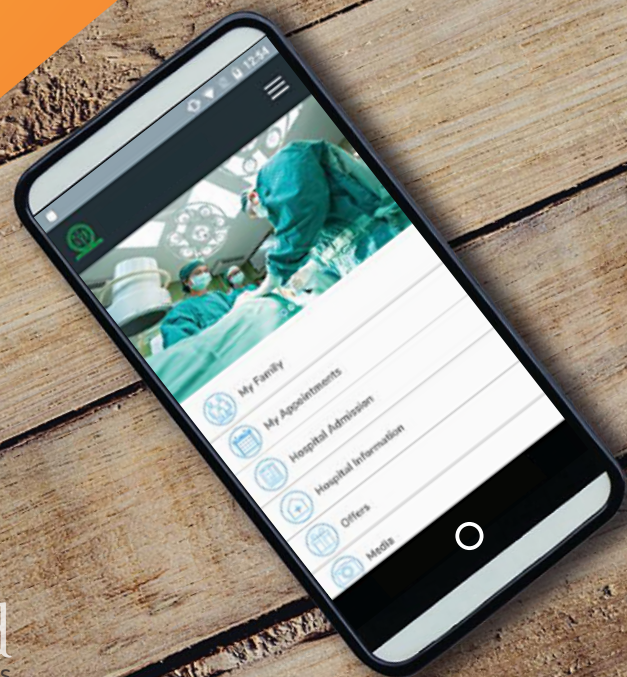
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