Keep Bossier Beautiful received a recovered artifact from Ground Zero in New York City in June. The 16-foot steel beam will become a permanent part of the landscape at Liberty Garden, located between the Bossier City Fire and Police Departments, in memory of those whose lives were lost on Sept. 11, 2001.

The City of Shreveport, Grambling State University, State Fair of Louisiana, Caddo Parish Commission and Shreveport-Bossier Sports Commission announced in July that the Red River State Fair Classic game with Grambling State University and Texas Southern University will be played in Shreveport at Independence Stadium, Nov. 7, 2015.

Independence Bowl Foundation announced in July that Camping World is the new title sponsor of the Independence Bowl. The 2015 bowl game is scheduled for Dec. 26, 2015 at 4:45 p.m. CST and will be known as the Camping World Independence Bowl.

John Carriere, owner of Fairfield Place Bed & Breakfast, filmed an episode for season two of “Flip My Food” with Chef Jeff and will be known as the Camping World Independence Bowl. Shreveport-Bossier Stadium, Nov. 7, 2015.

Southern University will be played in Shreveport at Independence State Fair Classic, in memory of those whose lives were lost on Sept. 11, 2001.

between the Bossier City Fire and Police Departments, in memory of

Mary Dunn, Chairwoman Shreveport-Bossier Attractions Association*
Sherry Stuckey, Vice Chairwoman Shreveport-Bossier Hotel & Lodging Association*
Carlton Golden, Treasurer Bossier Parish Police Jury*
Tanita Baker, Secretary Shreveport-Bossier African-American Chamber of Commerce*
Tari Bradford, Shreveport Mayor’s Office*
Shelli Brierly, Harrah’s Louisiana Downs*
Bob Brown, Shreveport-Bossier Hotel & Lodging Association*
Sandy Cimino, Bossier Chamber of Commerce*
Debbie Coleman, Shreveport-Bossier Hotel & Lodging Association*
Mark Garrett, Greater Shreveport Chamber of Commerce*
Joyce Jeffrey, Bossier Office of Community Services*
Jason McKinney, Louisiana Restaurant Association*
Kellie Morris, Caddo Parish Commission*
Pam Petticourt, Shreveport-Bossier Hotel & Lodging Association*
Ray Tromba, Bossier City Mayor’s Office*
Patricia Woolbridge, Caddo Rural Municipalities*

Inside: Special Culinary Event to Feature Local Chefs
The Shreveport-Bossier Convention and Tourist Bureau is hosting a special culinary event, entitled “Eat Here: A Culinary Celebration of Shreveport-Bossier,” 7 p.m., Sept. 24 at Robinson Film Center.

The event will feature food and presentations from some of the most fascinating figures in Shreveport-Bossier’s culinary scene including pitmaster Harvey Clay of Real BBQ & More, Chef Hardette Harris of Pure Louisiana Soul – Food Tours and Tastings, Chef Gabriel Baldaras of El Cabo Verde, Carolyn Huggins Simmons of Blue Southern Comfort Foods, and Chef Keith Lenard, son of Shreveport icon “Shorty” Lenard.

Event attendees will taste samples of five dishes that define Shreveport-Bossier’s food scene, from acclaimed barbecue to legendary desserts, while getting to know the fascinating people who cook them. The event will also Overview five short films about Shreveport-Bossier’s culinary scene and the attendees will take home souvenir packs of a limited-edition set of 12 recipe cards featuring local chefs. The Louisiana Office of Tourism has designated 2015 a year-long celebration of unique Louisiana food and drink, and the culinary event is one of the many programs the Tourist Bureau has been implementing to draw in visitors through the food-centric marketing campaign.

Shreveport Mayor Ollie Tyler and her team announced details of the next phase of the litter abatement and beautification initiative at a press conference in July. The city showcased their newly-acquired street sweeper trucks, and the Mayor announced increased fines for littering as well as increased efforts to write citations for litterers. The new equipment and litter signs were on display at the event.

“This initiative is very dear to my heart, because I am appalled by the trash I see as I travel through our city,” said Mayor Tyler. “We are better than this, and it is time we take pride in our hometown by cleaning up our streets in Shreveport.”

All of these efforts, including the new fleet of street sweepers, represent the city’s renewed commitment to fighting litter. The initiative’s motto is “Don’t Be Trashy. Keep it Classy. Shreveport is Home.”

Next Phase of Shreveport’s Beautification Initiative Revealed
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Military Reunion Workshop to be held in Shreveport-Bossier Page 3
Shreveport Wins Bid for Hot Air Balloon Championships Page 3
Brown Receives Inaugural “5 Over 50” Award Page 3

Dates to Remember:
Shreveport-Bossier Attractions Association Social Media Seminar
11/6 9 a.m. - 1 p.m., Venue TBD
$50 R/P, call 318-222-5091
Free for Members/$20 Non-Members

Hospitality Breakfast
9/2 8 a.m., DiamondJacks Casino and Resort
8 a.m., State Fair of Louisiana

Hotel and Lodging Association*
9/10 Houskeeping Appreciation Cash Bar at 6 p.m., Dinner at 7 p.m., Wyndham Garden Hotel

For more NLA info, contact Sherry Stuckey at sherry.stuckey@ltdtinfo.com.
Shreveport-Bossier will Host Military Reunion Workshops

The Shreveport-Bossier Convention and your Military Reunion Connection have partnered together to host a military reunion planners workshop at Hilton Garden Inn Bossier City, May 5-8, 2016. This is the first time the event has been hosted in Shreveport-Bossier, and 20 to 30 military reunion planners are expected to participate in the programming.

Your Military Reunion Connection is a marketplace event that brings together exhibitors and military reunion planners from around the country for training, education and networking opportunities. Attendees will tour area attractions, casinos and restaurants in an effort to become familiar with the destination so that they can plan future military reunions in Shreveport-Bossier. They will also visit Barksdale Air Force Base and attend the Barksdale Air Force Base Air Show, May 7-8.

“Your Military Reunion Connection is dedicated to ensuring that our nation’s veterans have access to the finest reunion events possible,” said Debbie Stewart, Your Military Reunion Connection founder. “It’s going to be the perfect weekend to visit Barksdale Air Force Base and experience the annual air show and museum.”

Your Military Reunion Connection hosts planners’ workshops approximately eight times a year in different cities throughout the country. The Tourist Bureau, Hilton Garden Inn Bossier City and Hilton Shreveport have attended previous events.

“This is a wonderful opportunity to showcase Hilton Garden Inn Bossier City’s meeting and convention facilities to military reunion planners,” said Jimi Lindgren, Hilton Garden Inn Bossier City sales manager. “Shreveport-Bossier has strong community ties with the military, and it’s a great destination for veterans to get together and enjoy each other’s company.”

Sports Commission Wins Bid for Hot Air Balloon Championships

The September edition of the Sports Commission won a bid from the Balloon Federation of America to host the 2018-2019 U.S. National Hot Air Balloon Championships, July 14-21, 2016. Next year, the event will celebrate its 50th anniversary while in Shreveport.

The annual event expects to bring in 20,000 people to the destination and includes a week of daily championship runs and a balloon glow festival. The Hot Air Balloon Championships will feature the world’s top pilots as they compete for titles and prizes.

The event is open to the public and offers a variety of activities for spectators, including a hot air balloon ride, family fun zone, food and entertainment. Visitors can also watch the pilots compete in the annual Balloon Burn, a competition where balloons are fueled with propane before taking off into the sky.

As the namesake of the USS Shreveport and home to Barksdale Air Force Base, Shreveport-Bossier proudly fosters a close association with the military.

Brown Receives Inaugural “5 Over 50” Award

Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, was selected by BIZ Magazine’s steering committee of local business and community leaders to receive one of the first awards from a new annual recognition program called “5 Over 50.”

The September edition of the Sports Commission featured Brown and four other business owners, entrepreneurs and executives from Shreveport-Bossier who were selected because of their contributions to northwest Louisiana’s economy. Brown has served as the president of the Tourist Bureau for 15 years and has more than 28 years of experience in the travel and tourism industry.

She has earned her Certified Destination Management Executive from the Destination Marketing Association International. She currently serves on a number of boards including the National Scenic Byway Foundation, Louisiana Travel Promotion Association, as well as the Red River Revel Arts Festival, Shreveport Water Works Museum and others. Brown was previously the Athena Award in 2006.