

CAJUN FUSION COOKING VIDEO FOODIE EXPERIENCES



ouisiana is known all over the world for its culinary creations, and Lake Charles/Southwest Louisiana is always cooking up something tasty for visitors and locals alike. To highlight our delicious food culture, the Lake Charles/Southwest Louisiana Convention & Visitors Bureau produced a Cajun Fais Do Do video entitled "Cajun Fusion Cooking in Lake Charles, Louisiana" that showcases traditional and creative food prepared by local chefs in the area.

"It was an exciting undertaking to coordinate all the chefs, restaurants and volunteers to display the variety of food experiences in Southwest Louisiana from the sophisticated to the rustic. We are extremely proud of what we have to offer to visitors and are ready to make the world hungry to try our unique twist on Cajun food and local cuisine," said Shelley Johnson, executive director of the CVB.

"This culinary video creates a story of experiencing our food culture in Southwest Louisiana in a way that is imaginative, and one of our goals is to reach the savvy Texas consumer who might not be aware of the variety of creative food to be tasted in our area. We think it will also instill pride and awareness for local residents about our foodie experiences," said Anne Klenke, Tourism Director.

The CVB appreciates all the local restaurants who participated in making the Cajun Fusion Cooking video a success: 1910, Acadian Coffee Roasters, Anna's Pies, Asia at L'Auberge Casino Resort, B&O



Kitchen and Grocery, Bayou Rum, Big Easy Foods, Botsky's, Cotten's Downtown, Darrell's Restaurant & Bar, Delta Downs Racetrack Casino & Hotel, Frosty Factory, Ruiz's Barbecue Co., Hollier's Cajun Kitchen, Isle of Capri Casino Hotel, Jack Daniel's® Bar & Grill at L'Auberge Casino Resort, Landry's Seafood House at Golden Nugget Lake Charles, Luna Bar & Grill, MacFarlane's Celtic Pub, Pat's of Henderson, Pops & Rockets, Restaurant Calla, Seafood Palace and Rusty Metoyer & the Zydeco Krush.

The video also features music of "Deux Contredances/Two Contredances" by Chris Miller & Bayou Roots.

To view the Cajun Fusion Cooking video, log onto
www.visitlakecharles.org/CajunFusion.



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A message from our executive director

he spring season is well underway, and one of the highlights of the first quarter was hosting the Society of American Travel Writers over Mardi Gras weekend. Forty travel media descended upon the area from all over the country and Canada to experience our culture, food, music and festivities. The conference was a success, and Southwest Louisiana will reap the residual benefits from the articles written about the area in the next few years.

Moving into March, the Allstate Sugar Bowl Louisiana High School Athletic Association (LHSAA) Top 28 Basketball State Championships, was another major event held at Burton Coliseum, supported by the CVB and the Calcasieu Parish Police Jury. The tournament spanned March 8-12 with teams converging from all over the state, bringing in nearly 30,000 people to the games. This is the first year of a two year bid agreement and the third year to host the Boys' Championships. We are excited to have LHSAA as a strong partner for legacy groups making our area the Youth Sports Capital of Louisiana.

We are proud of recent honors earned by the CVB which includes the Best in Class award for the travel/tourism category from the Interactive Media Awards. The Interactive Media Council is a nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, and the competition is designed to elevate the standards of excellence on the Internet. The bureau also won an ADDY for Best in Show for the "My Southwest Louisiana Home" video and original song along with other Gold and Silver ADDYs.

With Travel Media Showcase and the Society of American Travel Writers both being held in Southwest Louisiana in recent years, the media spotlight on Calcasieu Parish has been bright. The bureau staff has been busy hosting writers, bloggers as well as specialized media tours, such as the upcoming Eco-Tourism Press Trip this spring. The staff hit the ground running in 2016, and we are excited to continue sharing our passion for the area with media, tour groups, sporting events and leisure travelers.

Shelley Johnson, CDME, LCTP Executive Director

Amanda Reeves, Sales Manager



The bureau is pleased to announce that Amanda Reeves is our sales manager as well as a returning, seasoned CVB employee. She has 10 years of experience in the tourism/ hospitality industry and has worked in hotel sales & management for the past 6 years. She is active in the community, having served on the board for Southwest Louisiana Arts & Humanities Council, the past vice president of the Hotel Lodging Association, and she is active in Fusion Five. She holds a B.A. degree in public relations from McNeese State University.

THE BUREAU STAFF

Shelley Johnson, CDME, LCTP

Executive Director

ADMINISTRATION

Shanna Landry
Director of Administration & Satellite Office

Heather Savoie

Accounting/HR Director

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Finance/Administration Assistant

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Amanda Reeves Sales Manager

Tara Johnson

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Colten Miller
Publications Manager

Elizabeth Eustis Digital Media Manager

Will Precht Media Relations Specialist

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Simone Williams
Tourism Account Executive

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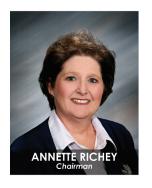
BUREAU UPDATES

Tribute to Gary Cooper (1945-2016)

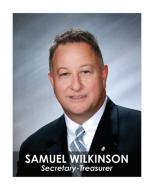


The CVB is paying tribute to the late chairman of our board of directors who served diligently for 6 years on the board. Gary was a champion for tourism not only for Calcasieu Parish, but for the City of DeQuincy relative to historic preservation and celebrating the community's railroad roots. A former mayor of DeQuincy, he had heart and determination for restoring the interior and exterior of the Kansas City Southern Depot and pursued legislation to have the Louisiana Railroad Days Festival designated as a state festival. He has tremendous accolades spanning his career, and with his life of service, he is missed by all who knew him.

Bureau Board of Directors











The Lake Charles/Southwest Louisiana Convention & Visitors Bureau (CVB) is governed by an 11 member board of directors. Annette Richey, representing Southwest Louisiana Festivals is chairman of the board with Brant Parish, appointed by the City of Sulphur, serving as the vice chairman. Samuel V. Wilkinson, representing the Chamber Southwest, is the secretary/treasurer.

New to the board are Lauren Cooper, representing the West Calcasieu Community Center Authority, and Edwina Medearis, appointed by the City of Lake Charles. Cooper and Medearis both have a passion for the communities they serve, and they will bring with them experience and ideas to help further the growth of Southwest Louisiana as a destination.

PRESS ROOM

IPW in Louisiana Means Great Opportunities for Tourism

With International Pow Wow Marketplace (IPW) being held in New Orleans this summer, Louisiana will be in the spotlight. IPW is the premier annual travel trade show for international tour operators and media.

Two chefs from Lake Charles will be serving their own unique takes on Creole cuisine at the IPW closing reception, giving the nearly 1,500 participants a taste of Southwest Louisiana. Chef Kevin Thompson from Favorites Southern Kitchen and Chef Lyle Broussard from Jack Daniel's Bar & Grill, both from L'Auberge Casino Resort, will be preparing fresh Louisiana seafood and braised beef short ribs for the closing night function.

After the trade show closes, the fun continues in Lake Charles with more than 30 journalists and tour operators experiencing the area on familiarization tours.



International tour operators and media will experience the Creole Nature Trail All-American Road, as part of the postconference tours.

PRESS ROOM Continued...

Rosewater Grill & Tavern



Rosewater Grill & Tavern is now open at Delta Downs Racetrack Casino Hotel. Visit the Tavern for an appetizing blend of lighter, casual foods and cocktails or the Grill for mouth-watering steaks or delectable seafood. Hours are Wednesdays, Thursdays and Sundays from 5-9 p.m. and Saturdays from 4-11 p.m. Check out the CVB's blog to read about the full dining experience and offerings.

www.visitlakecharles.org/blog

→ Festival Calendar: → Calling for events!



The CVB is updating the 2016 Festival Calendar! If you have an event taking place from July – December 2016 that you would like to be in the calendar, submit your event online at www.visitlakecharles.org/submit by **Friday, May 20**. All event listings are free!

ADDY Awards



For the American Advertising Federation's Lake Charles Chapter, the bureau won several ADDY awards for work produced over the past year to generate visitation to Lake Charles/Southwest Louisiana. The bureau won Gold ADDYs for the "My Southwest Louisiana Home" video in the form of an Internet Commercial, Branded Content, and a 30 second TV commercial for out-of-market advertising. For printed materials, the CVB and Parker Brand Creative won Gold ADDYs for the Destination Guide and the "We R SWLA" Campaign along with a Silver ADDY for the Getaway Guide to Southwest Louisiana. Best of Show went to the My Southwest Louisiana Home video, which showcases the attractions, music and adventures to be had in Southwest Louisiana.

Donuts, Desserts and Delicious Dinners with Matt Long



Matt Long was educated on the best donut practices by Paula Stevens, owner of Delicious Donuts. A self-proclaimed connoisseur of sweets, esteemed travel blogger Matt Long, recently visited Southwest Louisiana as part of the Louisiana Culinary Trails program. He ate donuts dripped with maple bacon glaze, Krispy Kreme bread pudding, a donut hamburger, piping hot cracklins, duck and andouille gumbo, and more. Find out more about Long's Louisiana experience along the bayous and backroads at www.landlopers.com.

SALES TALES

Finals Rodeo Returns to the Burton



For the fifth year in a row, the Louisiana Junior High Finals Rodeo and Louisiana High School Finals Rodeo will return to the Burton Coliseum. The Junior High Finals will take place May 27-29, and the High School Finals will take place May 31-June 4. More than 300 participants will be competing in a multitude of events for the right to go to the national finals rodeo to represent the state of Louisiana. Over the course of the rodeo, the Burton Complex anticipates over 11,000 spectators. For more information on the Louisiana High School Rodeo Finals, visit www.rodeosportsnetwork.com/lhsra.

The Calcasieu Parish Police Jury and CVB have partnered to bring this premier rodeo event to the area, to ensure that all LHRSA needs are met, and that all of the cowboys and cowgirls visiting Southwest Louisiana have an enjoyable experience.

LHSAA Championship Baseball and Softball Action Returns to the Lake Area



Southwest Louisiana will see a lot of excited youth around town this spring and through the summer! This will be the 16th year in a row to host the Louisiana High School Athletic Association (LHSAA) Fast Pitch 56 Softball State Championships at Frasch Park, bringing 20,000 people to the area. LHSAA will also host their Baseball State Championships at McMurry Park in Sulphur, which brings in 18,000 people. It will be the third year to hold all seven classes in one location for baseball.

Admission is \$10.00 per day. Children age 2 years old and younger are free. To find out more about the tournaments, visit www.lhsaa.org.

→ Eric Zartler: Louisiana → Tourism Leadership Academy



Eric Zartler, Sales Director, was recently admitted to the 2016 class of the Louisiana Tourism Leadership Academy (LTLA). The 2016 LTLA class consists of 23 individuals who represent all areas of the state and all aspects of the tourism industry.

CVB Assistance with Weddings, Events and Meetings



The Convention & Visitors
Bureau offers hotel assistance
and group services for
meetings, weddings, and
events. Contact Tara Johnson
at 337-436-9588, or email
tjohnson@visitlakecharles.org
for more information.

DE GUMBEAUX POT

Heather Savoie: — Louisiana Notary Public



Pictured: Heather Savoie (CVB) and Tom Schedler, Louisiana Secretary of State

Congratulations to Heather Savoie, Accounting/HR Director, who recently earned her Louisiana Notary Public License.

OVO Cirque du Soleil → Rush Headlong into a New Ecosystem



The Lake Area is proud to host the OVO Cirque du Soleil performers as they are working on debuting a new show in Lake Charles. The team has been utilizing the Lake Charles Civic Center as a practice facility and staying in the area which will be a total of 6 weeks for practice and performances. Be sure to check out the show that is teeming with life as insects work, play, fight and look for love in a non-stop riot of energy in motion. The show will be held April 8-10 at the Lake Charles Civic Center.

Sulphur Parks and Recreation Hires New Leadership



Sulphur Parks and Recreation (SPAR) recently hired Steve Gayfield as its new director, taking the place of Norman Farr, who retired last year. With over 20 years of experience at the federal, state and municipal levels, Gayfield brings a fresh face and new ideas to the table for SPAR. Steve's previous position was with the park service

of Lancaster, Ohio, for 14 years. Gayfield started in parks and recreation early in his career and worked his way up to the National Parks Service. "Steve brings a wealth of experience to SPAR, and we look forward to his vision and leadership to support this key facility that has helped the area to become the Youth Sports Capital of Louisiana. The CVB will work alongside Steve and the rest of the team at SPAR to ensure a smooth transition, continuing to provide event organizers with the high level of excellent service that they have come to appreciate," said Eric Zartler, sales director for the CVB.

Bayou Rum Distillery wins Louey Award



During its Annual Membership Meeting last week, the Louisiana Travel Promotion Association (LTPA) announced Bayou Rum Distillery as the Louey Award winner for Attraction of the Year. Louey Awards are the industry's premiere awards presented to individuals and organizations from across the state who have made outstanding contributions to the Louisiana tourism industry.

SOUTHWEST LOUISIANA SPOTLIGHT

Contraband Days, Louisiana Pirate Festival



Avast ye and chart your course to the waters of Lake Charles for the 59th annual Contraband Days, Louisiana Pirate Festival scheduled April 26 through May 8. Pirates of all ages are encouraged to come out and experience the entertainment and live music. Crowd favorites like the storming of the seawall, walking parades by the buccaneers, Bar-B-Que

cookoff, pirate marketplace, fireworks and carnival rides will delight and entertain the young and the young at heart. For an updated schedule of events, visit www.contrabanddays.com, or call the festival office at (337) 436-5508.

Grab a copy of the new **Soul Brochure** at the Convention and Visitors Bureau to learn about Creole heritage, music, food, history, attractions, spirituality, festivals and events!



<u>EVENT CALEND</u>AR

For a **complete** schedule of events, log onto www.visitlakecharles.org.

APRIL

- **The Spinners Concert** Golden Nugget Lake Charles
- 1-5/21"Sandra Walkin Artisan Furniture" Exhibit 1911 Historic City Hall/ Lake Charles
- 1-5/21"Frank Lloyd Wright's Samara: A Mid-Century Dream Home' Exhibit

1911 Historic City Hall Lake Charles

- "Secrets" Exhibit 6/30 Gallery by the Lake/Lake Charles
- Colorful Cajun Art by 6/30 Jock McGregor Gallery by the Lake/Lake Charles
- Wild Beast Feast Historic Calcasieu Marine National Bank/Lake Charles
- **Leon Russell Concert** 2 Golden Nugget Lake Charles
- 2, 16, Movies in the Square Heritage Square/Sulphur
- **Charlestown Farmers** 16,23, Market (Downtown) 1911 Historic City Hall/ Lake Charles
- McNeese Percussion Ensemble Concert McNeese State University, Tritico Theatre/Lake Charles
- 5, 12, Cash & Carry Farmers Market 19, 26 Cash & Carry Building/ Lake Charles
- Banners Series: John Steinbeck's America: A Cultural History of the Great Depression TBA/Lake Charles
- 7, 14, Charlestown Farmers Market 21, 28 University Park Rec Center/ Lake Charles
- Louisiana Railroad Days Festival DeQuincy Railroad Museum
- KC and The Sunshine Band Golden Nugget Lake Charles

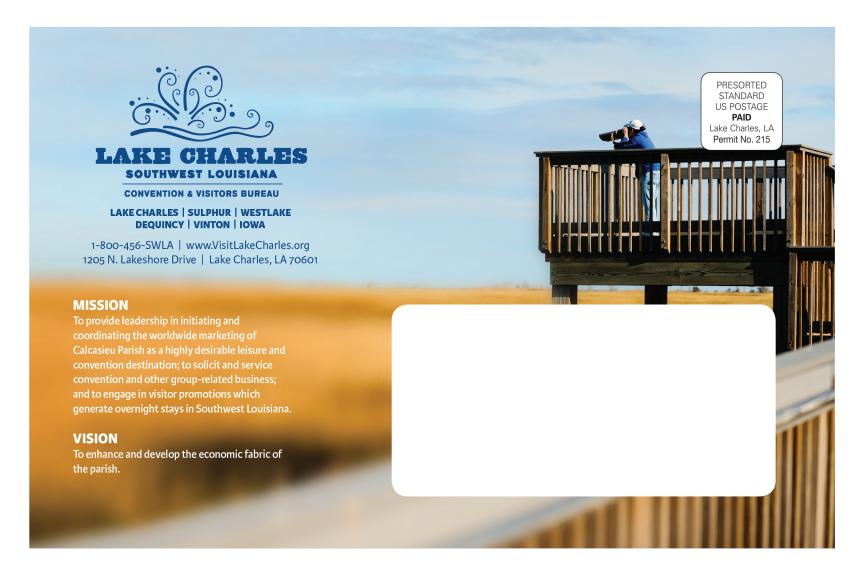
- McNeese State Softball vs. Nicholls State University McNeese State University Cowgirl Diamond/Lake Charles
- **SWLA Garden Conference &** Expo 2016 Burton Complex/Lake Charles
- 8-10 Calcasieu Kennel Club **Agility Trials** Burton Complex/Lake Charles
- Cirque du Soleil Lake Charles Civic Center
- 8-10 CyPhaCon 2016 Lake Charles Civic Center
- 8-10, Tuna Does Vegas 15-17, Lake Charles Little Theatre
- Boogaloo, Imperial Calcasieu Museum Fundraiser Cash and Carry Building/ Lake Charles
- **Travis Tritt Concert** Golden Nugget Lake Charles
- **Fashion Week Lake Charles** Isle of Capri Casino & Hotel/ Westlake
- Mayor's Commission on **Disability Conference** Lake Charles Civic Center
- Two Crafty Chicks Craft Show West Cal Árena & Events Center/ Sulphur
- 15-16 The Original Downtown Lake **Charles Crawfish Festival** Lake Charles Civic Center
- Westlake Family Fun & Food Festival St. John Bosco Catholic Church/ Westlake
- 15-17 NHBRA Finals West Cal Arena & Events Center/ Sulphur
- ReAlliety Challenge 2016 Chennault International Airport/ Lake Charles

- Banners Series: Vishten Concert, Acadian & Celtic genres McNeese State University, Bulber Auditorium/Lake Charles
- **Aaron Neville Concert** 16 Golden Nugget Lake Charles
- Lake Charles Symphony & LA 16 **Choral Foundation:** Carmina Burana Lake Charles Civic Center
- **New York Los Angeles** 17 Dance Competition Lake Charles Civic Center
- 20-24 The Complete Works of William Shakespeare, Abridged McNeese State University, Tritico Theatre/Lake Charles
- **Business Expo** Lake Charles Civic Center
- 21 **Roots Revival Music Series** Central School Arts & Humanities Center/Lake Charles
- **Banners Series: Cimarron** 22 McNeese State University, Bulber Auditorium/Lake Charles
- **Belinda Carlisle Concert** 22 Golden Nugget Lake Charles
- Calcasieu Cinema International 22 Film Series: Wadida Central School Arts & Humanities Center/Lake Charles
- Calcasieu Parish Sheriff LHSAA **FP 56 Benefit Golf Tournament** SPAR Frasch Golf Course/Sulphur
- 22-23 An Evening of Nellie Lutcher Her Music, History & Career The Foundation House/ Lake Charles
- **ZZ Top Concert** 23 Golden Nugget Lake Charles
- **Disney Live** 23 Lake Charles Civic Center
- **Dragon Boat Races** Lake Charles Civic Center

- **SOWELA Flying Tigers** Car Show SOWELA Technical Community College/Lake Charles
- 23-24 Don Rich Gun & Knife Show Lake Charles Civic Center
- 23-24 Flea Fest: Flea Market Burton Complex/Lake Charles
- **Banners Series: Cecile McLorin** Salvant, vocalist Central School Arts & Humanities Center/Lake Charles
- **Dancing Classrooms: Colors of** the Rainbow Competition Burton Complex/Lake Charles
- McNeese Jazz Ensemble Concert 26 McNeese State University, Tritico Theatre/Lake Charles
- Contraband Days, Louisiana 26-5/8 **Pirate Festival** Lake Charles Civic Center
- 28 McNeese Choir Concert McNeese State University, Tritico Theatre/Lake Charles
- Spring Art Walk & Art War Downtown Lake Charles
- 29-30 LHSAA Fast Pitch 56 State Softball Tournament SPAR Frasch Park/Sulphur
- 29-30 An Evening of Nellie Lutcher -Her Music, History & Career The Foundation House/ Lake Charles
- Gulf Coast Rollergirls Derby West Cal Arena & Events Center/ Sulphur

MAY

- **McNeese Wind** Symphony Concert McNeese State University, Tritico Theatre/Lake Charles
- **National Tourism Week**
- Contraband Days, Louisiana **Pirate Festival** Lake Charles Civic Center



EVENT CALENDAR Continued...

- 2 American Red Cross Tour du Rouge Holiday Inn/Sulphur
- 3, 10, Cash & Carry Farmers Market 17, 24, Cash & Carry Building/Lake
- 5, 12, Charlestown Farmers Market19, 26 University Park Rec Center/ Lake Charles
- 6 Creedence Clearwater Revisited Concert Golden Nugget Lake Charles
- 6-8 The Hunchback of Notre Dame Central School Arts & Humanities Center/Lake Charles
- 7 Bowl For Kids' Sake Fundraiser Petro Bowl/Lake Charles
- 7 Derby for Dollars, Family & Youth Benefit
 The Stables at Le Bocage/
 Lake Charles
- 7 Divas of Dance Competition Burton Coliseum/Lake Charles
- 7 Contraband 5 Miler Downtown Lake Charles
- 7 Mac Burns Memorial/WCCH Benefit Golf Tournament SPAR Frasch Golf Course/Sulphur
- 7 Paul Anka Concert Golden Nugget Lake Charles
- 7, 14, Charlestown Farmers Market 21, 28 (Downtown) 1911 Historic City Hall/ Lake Charles

- 7-8 Sulphur Market West Cal Arena & Events Center/Sulphur
- 11-13 Southland Conference Softball Tournament McNeese State University, Cowgirl Diamond/Lake Charles
- 12-15 LHSAA Baseball State Championships McMurry Park/Sulphur
- 13 Relay for Life Lake Charles Civic Center
- 13, 20, Downtown at Sundown
 27 Outdoor Concert Series
 Downtown Lake Charles
- 13-14 Roll to the Grove: Community Motorcycle Awareness Event Heritage Square/Sulphur
- 15 Lake Charles Civic Ballet Spring Performance Lake Charles Civic Center
- 19-21 Starks Mayhaw Festival Hwy. 12 & 109/Starks
- 19- Works of Women Exhibit 6/23 Henning Cultural Center/Sulphur
- 20 Peter Frampton Concert Golden Nugget Lake Charles
- 21 14th Annual NAMI Walk for Mental Health Lake Charles Civic Center
- 21 Gulf Coast Rollergirls Derby West Cal Arena & Events Center/ Sulphur

- 21 Air Supply Concert Golden Nugget Lake Charles
- 27 Calcasieu Public Library Summer Reading Program Kick Off Celebration Prien Lake Park/Lake Charles
- 27 Clint Black Concert Golden Nugget Lake Charles
- **27-28 The Producers**ACTS Theatre/Lake Charles
- 27-29 LHSRA Jr. High School Rodeo Finals Burton Coliseum/Lake Charles
- 29 Chicago Concert Golden Nugget Lake Charles
- 31- LHSRA High School 6/4 Rodeo Finals Burton Coliseum/Lake Charles

JUNE

- 2, 9, Charlestown Farmers Market16,23, University Park Rec Center/30 Lake Charles
- 3 Downtown at Sundown Outdoor Concert Series Downtown Lake Charles
- 3 Grand Funk Railroad Concert Golden Nugget Lake Charles
- 3-4, The Producers
 11-13 ACTS Theatre/Lake Charles
- 3-5 Calcasieu Kennel Club Dog Show
- 3-5 Calcasieu Kennel Club Dog Show Lake Charles Civic Center
- 4 Harbor Foundation Butterfly Release Lake Charles Civic Center

- 4, 11, Charlestown Farmers 18, 25 Market (Downtown) 1911 Historic City Hall/ Lake Charles
- 6, 13, Summer Catch A Concert Series, 20, 27 Lake Charles Community Band Lake Charles Civic Center
- 7,14, Cash & Carry Farmers Market 21,28 Cash & Carry Building/ Lake Charles
- 2nd Saturdays in Sulphur Arts Camp Henning Cultural Center & Brimstone Museum/Sulphur
- 14 Calcasieu Parish Horse Show Burton Complex/Lake Charles
- 16 Southwest Louisiana Junior Golf Tournament SPAR Frasch Golf Course/Sulphur
- 17 The Guess Who Concert Golden Nugget Lake Charles
- 18 Bill Engvall Show Golden Nugget Lake Charles
- 18 Art Inventory Sale
 Gallery by the Lake/Lake Charles
- 24-26 BayouCon West-Cal Arena & Events Center/ Sulphur
- 25 SWLA Shrimp and Jazz Festival Lake Charles Civic Center
- 25 Patriot's Ball Lake Charles Civic Center
- 28 District Horse Show Burton Complex /Lake Charles