

**HOLIDAY INN BOSSIER, BOSSIER CITY, LA.  
HOLIDAY INN 55<sup>TH</sup> BIRTHDAY PARTY, AUGUST 1, 2007**

**“PARTY LIKE ITS 1952!!!”**

Even passersby on Interstate 20, which is adjacent to our property, knew something big was brewing at the Holiday Inn Bossier on August 1, 2007, when they spotted an array of green and white balloons positioned around the hotel’s exterior. Nearing the property, they were drawn to the marvelous collection of classic antique automobiles from the early 1950’s, which were displayed in the front parking area. Invited guests had lined up to be photographed with hotel personnel dressed in the garb of the period, perched upon and around the classic cars. The reader board on the outdoor marquee identified the celebration:

**Happy 55<sup>th</sup> Birthday  
Holiday Inn  
1952-2007**

Entering the hotel lobby, life-size images of James Dean and Elvis welcomed party-goers, as the front desk was decorated wall-to-wall with images of the 1950’s most popular 45’s. As hits from the early 50’s played from the old-style juke box in the center of our lobby, guests were greeted by hotel personnel from all departments dressed in poodle skirts, leather jackets, and slicked back hair. Personalized invitations to the celebration were distributed to hotel guests all week, and Priority Club guests throughout the week completed raffle tickets and dropped them into a fishbowl on the front desk for a chance to win 5000, 2000 and 1000 point awards! Images from the 50’s hung from the ceiling, adorned the lobby stairwell, and covered windows, doors and mirrors. Guests were led through the hotel lobby into the lounge area, where more 50’s tunes were pumped from the DJ booth, the movie “Grease” was playing on the giant 10’ TV screen and a sumptuous buffet of mini-burgers, corn dogs, chili dogs and other 50’s fare provided guests with a nostalgic return to the era when Holiday Inn was born.

The dining room offered overflow seating to party-goers, and was similarly decorated with images of 50’s icons, which guests admired as they sipped their root beer floats, or enjoyed a Coke from those classic little bottles. All breakfast, lunch and dinner guests received a 15% discount off meal prices in honor of the event. Of course, the aroma of popcorn permeated the air as it was popped in the old-fashioned popper, and the sheet cake, decorated with the image of the original Holiday Inn sign, signaled the true meaning of the celebration.

The guest list was as varied as it was long, and included representatives of many of our top accounts, leaders from the Chamber of Commerce and Convention and Visitors Bureau, contacts from the area’s top attractions, and several of our valued in-house Priority Club members, along with our own CCF’s !! Sales personnel had hand-delivered invitations to clients and civic leaders a week earlier, each accompanied by a small box of “birthday cupcakes” to give a hint of our celebration plans.

Hula hoops were available for the more courageous; less adventurous guests were offered our “1952 Trivia Quiz”, with entries having the most correct answers entered into a raffle for hotel stays and meals. We closed the event by recognizing our CCF’s of the month for each month from January through June with a plaque and gift award, and every employee that participated or dressed in ‘50’s apparel was awarded a “CCF Shining Star”!

