

Memo

To: All First UA General Agents
From: Jim Savo, Vice President
Chuck Mankamyer, Senior Vice President
Re: 2014 Convention Site Announced

Luxury ... History ... Celebration

Let the good times roll! We're heading to 'The Big Easy' for First United American's 2014 Convention at one of the most beautiful and historic hotels in New Orleans ... The Roosevelt New Orleans.

Originally built by German architect, Louis Grunewald and named 'The Grunewald', the hotel opened in 1893 and for decades defined the standards for indulgence, comfort, and luxury in not only New Orleans, but the entire South. During the next several decades, it was a revolving door for the rich and famous like Ray Charles, Jack Benny, Bob Hope, Frank Sinatra, Elvis Presley, and President, John Kennedy.

Numerous expansions, various name changes, and severe damage from Hurricane Katrina in 2005, brought this historic, well-loved treasure to its knees. Fortunately, the glory of this magnificent property was lost only temporarily. In 2007, it was purchased by First Class Hotels for \$17 million, and, after a \$170 million renovation, reclaimed its former status as the premiere luxury hotel in New Orleans.

There is no doubt of the opulence and grandeur of The Roosevelt when you enter the block-long canopy of golden columns and crystal chandeliers. Now part of the prestigious Waldorf Astoria Hotels and Resorts, The Roosevelt New Orleans offers guests a hotel experience that is nothing short of amazing.

For those who want vigorous activity, the hotel's 2,300-square-foot, state-of-the-art fitness center is just the ticket to work up a healthy sweat and get you in the mood for follow-up relaxation at the Guerlain Spa. The Spa's Roosevelt New Orleans location is one of only three in the United States, and it offers 180 years of experience providing beauty and luxury to all who enter its doors. The Spa offers a full line of services — massages, facial treatments, hand therapies, and complete day-spa experiences to relax and revive mind, body, and spirit. The Spa has 10 private treatment rooms, a couples' therapy suite, a full-service salon, and a special two-hour treatment offered exclusively to Roosevelt guests.

After all that activity and relaxation, it's definitely time to eat! In a city known for its culinary traditions, The Roosevelt New Orleans maintains those traditions admirably. A wide variety of restaurants, cafes, and bars on the property mean world-class dining is at your fingertips! And of course, don't forget room service!

There is no shortage of sights and sounds to engage you and your guest during your free hours at Convention. The hardest part will be deciding where you want to go and what you want to see. Area attractions include Jackson Square, Bourbon Street, the French Quarter,

shopping on Royal Street, the National World War II Museum, Audubon Aquarium of the Americas, New Orleans Museum of Art, City Park, and Audubon Park.

Get a feel for the sights and sounds of this amazing city. It's all about the music and the food, and it's just waiting for you and your guest. Be sure to view The Roosevelt New Orleans' website at <http://therooseveltneworleans.com/>. You'll like what you see!

Save the date!

The Roosevelt New Orleans — June 26-29, 2014

Source: <http://therooseveltneworleans.com/>; http://en.wikipedia.org/wiki/The_Roosevelt_New_Orleans_Hotel;
<http://therooseveltneworleans.com/hotel/destination-guide.html>