



Travel Industry Association of Kansas

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2012 Business Plan

Mission Statement

The purpose of the Travel Industry Association of Kansas is to speak with a unified voice as the advocate for the travel industry in the state of Kansas

Travel Industry Association of Kansas Vision

- Influence government decisions which affect the travel industry through effective governmental relations (lobbying) and communications.
- Communicate the economic impact of the travel industry in Kansas.
- Provide a forum for interaction among all sectors of the travel industry to identify common concerns and interests to promote cohesion and cooperation throughout the state.
- Provide education and other services as they are deemed necessary and desirable by the Kansas travel industry.

The TIAK Board of Directors has implemented a strategy to engage six (6) committees to assist in the work of the organization. Each committee is to be comprised of three or more members and has developed a three (3) year plan to guide its work.

Membership Committee

- Continue use of recently updated dues structure and membership categories.
- Continue work to intentionally expand TIAK membership to include representatives from all aspects of the travel industry, via multi-level contact with potential members.
- Continue the 'Refer a Member' program, with appropriate incentives for conversion of new members.
- Monitor member retention and formally survey any non-renewals for input on how we can improve service.

Annual Conference Committee

- Plan, Promote, and Implement the annual conference in partnership with Division of Travel & Tourism.

Finance Committee

- Continue to refine reporting of monthly and annual financials to most accurately reflect the organization's accounts receivables and payables.
- Continue to refine budgeting process and work toward growing an operational reserve fund for the organization.
- Monitor budget to ensure actual expenses remain within acceptable limits. Seek discounts to offset expenses where appropriate.
- Work with Executive Director and other committees to pursue methods of generating non-dues revenue and securing sponsorships when possible.
- Reduce transaction costs and improve cash flow by encouraging advance payments for programs and events.

Education Committee

- Continue to increase awareness of, and define the benefits of, the Kansas Destination Specialist certification program.
- Increase the number of new KDS designees and assist current designees with renewing certification.
- Create a Speaker's Bureau list of current and relevant speakers. Additionally, compile and make available a list of all Kansas higher education facilities and associations that provide tourism industry educational programming.
- Organize and make available three distance-learning opportunities during the year to TIAK members through webinar technology.
- Work with Executive Committee, Executive Director and other committees to ensure all of this information is available on the TIAK website.

Governance Committee

- Conduct thorough annual review of TIAK bylaws and recommend a comprehensive set of revisions to be adopted at year-end.
- At the request of the Executive Committee, review any recommendations that could be impacted by, or could impact, the TIAK bylaws.

Marketing Communication Committee

- Develop and offer a cooperative advertising program to TIAK members. This program will serve to enhance marketing opportunities made available by Kansas Travel & Tourism.
- Assist members and the organization with dissemination of information to the media by creating templates for use in local areas and by compiling a media list for use by TIAK members to disseminate newsworthy information.
- Implement use of social networking as a platform for member-to-member communication as well as a way to distribute TIAK information. Develop plan for sustaining that platform in a manageable way.
- Work with the Executive Committee to evaluate the current TIAK website and ensure that it is meeting the needs of members as effectively as possible.

Advocacy & Legislative Relations Committee

- Develop legislative agenda.
- Continue to monitor tourism funding and issues that pertain to the Kansas Tourism Initiative. Continue funding efforts as needed to support legislative action, including future needs for KTI.
- Build legislative alliances, and partnerships statewide with all segments of the tourism industry to support the TIAK legislative agenda.
- Continue to take the lead role in educating the legislature about the importance and impact of tourism on the state's economy. Update the membership on legislative activities weekly during the session using email, conference call and podcast technologies as appropriate.
- Organize and host Day on The Hill activities as an educational opportunity for members.
- Continue to interact with the Kansas Travel and Tourism office serving as liaison to the industry.
- Be an active participant in the Governor's Council.
- Explore avenues to build upon Political Action Committee (PAC) account balance. Support legislative candidates and leadership PACs to further benefit the tourism industry as agreed upon by the organization.