



# KANSAS JOURNEYS

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## EFFICIENCY STUDY

During the 2015 budget debate, a request was made for the state to find efficiencies and ways to cut the state's budget in the 2016 session. This request led to the inclusion in this year's passed budget bill to allocate up to \$3 million to contract for the study. The Legislative Coordinating Council (LCC) recently named new members of the LCC, who will be responsible for hearing and considering both the direction and the winner of an up-to-\$3 million contract. That contract and its provisions will be created by this interim budget committee.

The committee will be chaired by House Appropriations Chair Ron Ryckman, Jr., R-Olathe, and vice-chaired by Senate Ways and Means Chair Ty Masterson, R-Andover. Other members are Senators Jim Denning, R-Overland Park; Laura Kelly, D-Topeka; and Representatives Sharon Schwartz, R-Washington; Marvin Kleebl, R-Overland Park and Jerry Henry, D-Cummings. ■

## INTERIM COMMITTEES

The Legislative Coordinating Council (LCC) has met and assigned interim committees and topics. Below is a list of the committees approved by the LLC:

- • Administrative Rules and Regulations—3 days
- • Corrections and Juvenile Justice Oversight—2 days
- • Home and Community Based Services & KanCare Oversight—2 days
- • Information Technology—2 days
- • Kansas Security—1 day
- • Legislative Budget—7 days
- • Pensions, Investments and Benefits—1 day
- • State Building Construction—2 days
- • Ethics & Elections—2 days
- • Foster Care Adequacy—1 day
- • Insurance—1 day
- • Confirmation Oversight—2 days
- • Health Care Stabilization Fund Oversight—1 day

For the specific topics to be discussed by each interim committee, go to: [www.kslegresearch.org](http://www.kslegresearch.org). ■



## KANSAS TOURISM CONFERENCE

### REGISTRATION NOW OPEN!

OCTOBER 26-28, 2015  
WICHITA, KANSAS

REGISTER TODAY AT  
[WWW.REGONLINE.COM/2015KTC](http://WWW.REGONLINE.COM/2015KTC)

*Host Hotel:*

Hotel at Old Town  
830 E. First Street North  
Wichita, KS 67202  
877.265.3869

*Additional Hotel:*

Courtyard by Marriott  
Wichita at Old Town  
820 E. Second St. North  
Wichita, KS 67202  
316.264.5300



## PAC PARTICULARS

Now that Sine Die has passed, candidates for the House, Senate and statewide offices may solicit campaign contributions. Here are some tips to follow:

- We are now in the primary election contribution cycle for the 2016 primary elections for House and Senate members and the 2018 primary elections for statewide officials
- All House and Senate members are up for election in 2016
- All statewide officials are up for election in 2018 (Governor, Insurance Commissioner, Attorney General and Secretary of State)
- Contribution limits are as follows:
  - ⇒ Candidates for the Kansas House of Representatives--\$500 per cycle
  - ⇒ Candidates for the Kansas Senate--\$1,000 per cycle
  - ⇒ Candidates for statewide offices--\$2,000 per cycle
- All contributions must be made before January 1, 2016. ■

# 2015 Marketing Awards

*Travel Industry Association of Kansas*

Winners announced at the KS  
Tourism Conference:  
**October 28, 2015**

## Award Categories:

- **Visitors Guide**  
*In-House Design & Outsourced Design (must provide both electronic and hard copies)*
- **Traditional Multi-Media**  
*TV, Radio, Video*
- **Online Marketing**  
*Digital advertising, social media, e-mail marketing, website*
- **Print Marketing**  
*newspaper ads, magazine ads, brochures, direct mail, inserts, anything print*
- **Integrated Campaign**  
*integrates multiple sources and marketing components*
- **Destination (Community) Awareness**  
*community events, community promotions, etc.*
- **People's Choice**  
*Open only to applicants with Conference displays & judged only by Conference attendees*



Do you have what it takes to promote your organization? If so, then plan to enter the 2015 TIAK Marketing Award contest!

Our goal is to recognize the outstanding marketing efforts of tourism throughout Kansas.

This program is limited to TIAK members only. To enter your marketing campaign, join TIAK today!

The Marketing Awards are focused on overall marketing initiatives and recognizes state-level winners only. There are no budget restrictions and organizations may be self-entered or nominated. Category entries should be submitted as a package of the overall marketing efforts by the organization. Each entrant will be judged on outstanding and innovation efforts, and there will be one winner per category.

Self entry/Nominations due  
August 15, 2015. For submission  
requirements and registration, go to:  
<http://tiak.org/tiak-marketing-awards/>



*And the award goes to...*

Best of all, there are **NO** entry fees!  
The costs will be covered by sponsorships.  
*A special thank you to our sponsors:*



## AUGUST BOARD MEETING

Please mark your calendar for the August TIAK Board meeting which will take place on Thursday, August 13th in Dodge City, Kan. The meeting will begin at 10:00 a.m. at the United Wireless Arena & Conference Center, 4100 W. Comanche, Dodge City. The board meeting will take place upstairs in the arena in the High Plains Journal Room. Although the hotel offers free breakfast, coffee and breakfast pastries will be available at the board meeting courtesy of Dodge City CVB.

Staying overnight? Reserve your hotel room under our room block at the Hampton Inn & Suites Dodge City, 4002 W. Comanche, Dodge City. The Hampton Inn's phone number is 620-225-0000. Be sure to ask for Erica Walsh, Director of Sales, to receive the \$83 TIAK room rate.

And feel free to join us at the Boot Hill Casino & Resort on the evening of August 12th for food and fun! A loosely organized evening meal has been arranged at the Boot Hill Casino & Resort at 4000 W. Comanche the night before the board meeting. It will take place in the Buffalo Room which is available at 7pm. A menu will be provided for everyone to order as they please and cost will be on your own. The Casino is open 24/7!

After the meeting on Thursday, August 13th, be sure to enjoy a leisurely stroll through the Boot Hill Museum complements of Boot Hill Museum and the Dodge City CVB! Please show your meeting agenda to the clerk at the Gift Shop in order to receive your complementary admission. Boot Hill Museum is located on Front Street (behind the Visitors Center on Wyatt Earp Blvd).

With all of this excitement, you're sure to have a great time!

Plan to join us in August. ■



Boot Hill Casino & Resort, Dodge City, Kan.

## AUGUST WEBINAR

### "Heritage Tourism Coming to Life"

So you have a site. And, you're open to the public. But, are you alive to the visitor? Heritage tourism means more than just having a site people can visit. It means creating an interpretation plan so that visitors become involved with your stories. It means communicating authentically to the visitor what they should expect when they arrive. Are you doing this? This webinar will help you understand what it means to make your destination come alive to a visitor—transforming from a site into heritage tourism.

**DATE:** Friday, August 21, 2015 at 10 am

**PRESENTER:** Cheryl Hargrove, President of HTC Partners

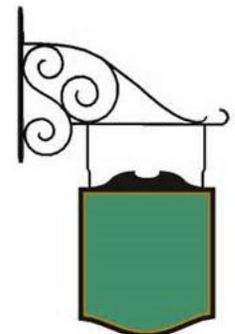
**COST:** \$35 Members / \$45 Non-Members

**REGISTER** today at:

[www.tiak.org/heritage-tourism-alive](http://www.tiak.org/heritage-tourism-alive)

Contact Amy Garton with questions at:

[agarton@visitoverlandpark.com](mailto:agarton@visitoverlandpark.com).



## AMERICANS ARE TAKING LESS VACATION TIME THAN EVER . . . AND IT'S HURTING THEIR RELATIONSHIPS

From Meghan Holohan, TODAY

Thinking about skipping vacation to catch up at work? Postponing because of money? You're not alone. Americans are taking less vacation time than ever — but ditching that vacation can lead to problems.

A survey of 1,200 adults by the U.S. Travel Association found that Americans are taking fewer vacation days than they did 15 years ago (16 days per year) with many people not taking all the vacation days they earn. And eschewing vacation time for more work can be damaging for relationships.

"A lot more Americans now are working harder than ever," Dr. Sue Varma, a clinical assistant professor of psychiatry at the NYU Langone Medical Center, told TODAY. "When it becomes a pattern, you start to burn bridges with key relationships in your life,"

And evidence supports this. Seven out of 10 respondents in the recent study admitted that they skip kids' activities, birthdays and vacations to work more.

"That's a problem that I often see in my practice," said Varma. "A lot of people [are] finding this tug of war between family and fun and friends."

While people regularly miss important family events, 73 percent realize that spending time with family makes life richer and more meaningful. But they fall short of creating a good work-life balance.

"We don't look at time as a resource, and that's the problem — a lot of times we look at money as a resource," said Varma.

Some people do make vacations priority. Take Luke and Jennifer McCammon, two attorneys living in Northern Virginia who are raising a new baby. They know that making time for each other strengthens their relationship.

"If the two of us are stressed out or, you know, it, it plays over into our interaction," Jennifer said. "It plays over into work. I mean I do think that if you don't have it all in the right place, it carries over to everything."

To keep their stress low and their relationship happy, the couple said they make an effort to plan vacations and they find it helps.

"We kind of value our vacations and spending time with each other," said Luke.

Varma said vacations and time together bolsters relationships. She sees what happens when people fail to take time away from work.

"The biggest fallout of not taking your vacation time is losing your key connections in your life and those connections are going to support you for years to come," Varma said.

If your family struggles to plan a vacation, experts recommend sitting down once a year and planning vacations for the entire year. And while it might go without saying, putting down the electronic devices during family time will make the time together more meaningful and memorable. ■



## USSC DECISION AND GOV. BROWNBACK'S EXECUTIVE ORDER



Two weeks after the U.S. Supreme Court decision that strikes down bans on same-gender marriage across the nation, Gov. Sam Brownback issued an Executive Order 15-05, "Preservation and Protection of Religious Freedom," prohibiting the state or its agencies from discriminating against or removing tax advantages from the clergy and charitable organizations that oppose same-gender marriages.

The governor said his executive order "protects Kansas clergy and religious organizations from being forced to participate in activities that violate their sincerely and deeply held beliefs."

Brownback issued the executive order in response to last month's U.S. Supreme Court ruling in the case of *Obergefell v. Hodges*, mandating recognition of same-gender marriage in all 50 states.

"While we disagree with the decision of the Supreme Court, it is important that all Kansans be treated with the respect and dignity they deserve," the governor said. As a result of the Supreme Court decision, the state is making provisions for same-gendered couples' coverage under the state employee health insurance plan, and the Department of Revenue is changing the names on drivers' licenses to reflect same-gender marriage name changes. In addition, the issue of determining how to most efficiently comply with joint tax returns filed by same-gender couples is being addressed by the Department of Revenue.

This Executive Order required no action on the part of the Kansas Legislature. ■

This ruling has an immediate impact on employers, including on the benefits offered to employees (and dependents). For instance, same-gender spouses are already entitled to all spousal benefits under the Family Medical Leave Act. Furthermore, many employers have already been providing same-gender benefits to unmarried couples because marriage was not a legal option—now that it is, employers may want to change their policies to simply treat all married couples the same. It should be noted that this decision affects legal marriages, but not non-married domestic partners.

## NEW CHIEF OF STAFF FOR HOUSE SPEAKER

The Kansas Chamber announced that their V.P. of Political Affairs, Christie Kriegshauser, will transition back to the Speaker's office where she will replace Wade Hapgood as the Chief of Staff for Speaker Ray Merrick, R-Stilwell. Kriegshauser previously served in this role for both Merrick and former House Speaker Mike O'Neal.

Hapgood will join United Healthcare, a KanCare Medicaid contractor for the state. He was Kriegshauser's replacement for Chief of Staff in 2013 when she left to join the Kansas Chamber. ■



Kansas House Speaker Ray Merrick, right, a Stilwell Republican, consults with his chief of staff, Christie Kriegshauser, center, during a caucus of GOP House members in 2013, at the Statehouse in Topeka, Kan. (Photo by John Hanna/AP File)

## **NATION'S AGING HIGHWAYS INFRASTRUCTURE ADDRESSED IN DRIVE ACT**

*From the U.S. Travel Association*

U.S. Travel Association President and CEO Roger Dow issued the following statement ahead of the July 21, 2015 Senate procedural vote on the Developing a Reliable and Innovative Vision for the Economy (DRIVE) Act:

“America’s aging roads and bridges are at a critical junction. Travelers see and experience it daily, slowed by record congestion and bumper-to-bumper conditions that will soon resemble holiday traffic levels absent solutions.

“The state of our transportation infrastructure is not only delaying travelers from getting to their destinations—it is directly inhibiting America’s global competitiveness and economic health. How soon until the United States grinds to a halt?

“We will keep an eye towards how this bill is funded, but are pleased that the Senate Environment and Public Works, Finance, Commerce, Science and Transportation, as well as the Banking, Housing and Urban Affairs committees are moving a multi-year bill forward, and urge their continued consideration of investments to enhance America’s transportation infrastructure over the long haul.”

According to a U.S. Travel survey, more than three-quarters of travel industry leaders believe the current state of U.S. transportation infrastructure puts America at a competitive disadvantage compared to other countries. More than a quarter of survey respondents call it a “strong disadvantage.” Yet demand for road travel is only growing. Without action and if current trends continue, Labor Day-like traffic will soon plague U.S. highways on the average day of the week. ■

## **CULINARY FANS DRIVING GROWTH IN U.S. TOURISM**

*From the Associated Press*

Culinary tourists are pushing growth in foreign tourism to the United States, which is transforming its image as a fast-food mecca to a land of regional tastes and dishes, said officials visiting the Expo 2015 world's fair focusing on food this week.

Foreign tourism to the United States in 2014 rose by 7 percent to over 75 million, contributing \$221 million to the economy, according to Christopher L. Thompson, president and CEO of the Brand USA, a private marketing organization created five years ago to promote the United States as a destination. That's on the way to the Obama administration's goal of attracting 100 million visitors by 2021, from 55 million in 2012.

The boost coincides with Brand USA's culinary initiative to make food one of the country's main selling points, including the creation of guides for top culinary destinations, videotaped chef vignettes for its Discover America web portal and sponsorship of the Food Truck Nation food concession at Milan's Expo world fair, which is expected to attract at least 20 million visitors.

In the second year of the culinary focus, food rose to be among the Top 5 reasons for choosing the United States as a destination, officials said.

“We've recognized culinary as a real driver of tourism, with all the diversity that the United States offers,” Thompson told The Associated Press. “It is becoming one of the reasons that people are coming to the United States.”

*(Continued on page 11)*

## GOVERNOR ANNOUNCES DEPARTURE OF COMMERCE SECRETARY PAT GEORGE



Governor Sam Brownback announced that Commerce Secretary Pat George will step down from his post in July. George has served as Commerce Secretary since 2011.

“I am grateful to Pat for his service to Kansas,” said Governor Brownback. “Through his leadership, the Department of Commerce has evolved into a world-class organization serving the needs of our existing businesses and helping bring new business to Kansas. I wish him much success in his new venture. I treasure his friendship.”

George will become the President and CEO of the Valley Hope Association, one of the nation’s largest nonprofit providers of alcoholism and substance abuse treatment.

“I feel honored and humbled to have been appointed Secretary of Commerce and will be forever grateful to Governor Brownback for the opportunity to serve the people of this great state,” George said. “I have been blessed to work alongside colleagues who have devoted their talents and time to making Kansas a better place and I know that the agency and its mission are in good hands. I also look forward to joining a dedicated Valley Hope team that has been successful in giving so many people help and hope for a life free from addiction.”

The mission of the Commerce Department is to lead the state’s economic development by creating jobs, attracting investment and providing workforce training. No successor has been named yet, but we expect an interim secretary to be announced until a replacement is found. ■

## GOVERNOR NAMES NEW SECRETARY OF ADMINISTRATION & EXPANDS TITLE, DUTIES OF BUDGET DIRECTOR

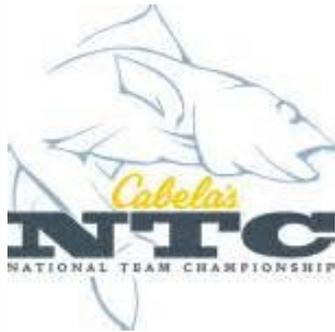
Governor Sam Brownback named Sarah Shipman as the new Secretary of Administration—the Kansas Department of Administration’s top job. Previously, Shipman served as the deputy secretary and chief counsel of the agency she is now secretary of. She succeeds retiring secretary Jim Clark. Shipman’s appointment must be confirmed by the Kansas Senate, although she has worked for the Department of Administration since 2011 and has been deputy secretary and chief counsel there since 2014. Shipman graduated from Washburn Law School.

Secretary Sarah Shipman



In addition, Brownback also expanded the title and duties of budget Director Shawn Sullivan to Director of Budget and Business Processes. This expanded role comes as a legislative interim committee considers a contract for up to \$3 million to reduce state government expenses (see *Efficiency Study*, page 1). Sullivan’s new title and role will “expand the scope of duties . . . To formalize his role in identifying and implementing efficiencies across state government,” Brownback said. ■

## CABELA'S TOURNAMENT BRINGS MORE THAN ANGLERS



*By Lynette Richards, Junction City Daily Union*

Without question, 370 professional anglers—who came from 20 states to participate in the Cabela's National Team Championship—were bound to have an impact on the local area. And they certainly did.

Geary County Convention and Visitors Bureau officials broke down the economic impact of the teams' visit into six categories. They wanted to see what a tournament like this meant for Junction City and the surrounding area from a dollars-and-cents perspective. Categories included: Gas and oil expenditure, Tackle and bait sales, Food, Hotel/Motel lodging, Cabins and Camping.

Surveys were given to all 185 two-person teams, and 19 percent of those were handed back to the CVB with the hope of winning \$100—that's 71 surveys received. The average spending in each category was given and then averaged to create the larger picture of what everyone may have spent while visiting.

- Gas and oil expenditure — \$254
- Tackle and bait sales — \$140
- Food — \$213
- Lodging — \$670
- Cabins — \$852
- Camping — \$220

After averaging the various lodging, cabins and campground expenses, and totaling the categories, CVB Director Connie Hall said the average angler says they spent roughly \$1,200 in Geary County. As Hall told members of the CVB advisory board Tuesday, if the average spending of the 185 teams participating in the event spent \$1,200 in the community, that's more than \$220,000 in direct cash transactions. And that figure doesn't take into consideration those who stayed beyond the average of 7.5 days in the county, or "big-ticket" purchases made while visiting.

Many of the anglers came weeks in advance to familiarize themselves with the area—and of course—the fishing.

Additionally, Hall said the total average of what visiting staff spent while here came to another \$13,000—and then some. That figure includes the accommodation, meals and gas sold for national tournament staff, Cabela's representatives, TV production crews, contractors, factory support crews and sponsor representatives.

And when you think about it, if there were 185 teams — that means there were actually 370 people spending money and these figures assume only half those numbers.

A conservative estimate then, is that \$233,000 exchanged hands in the Junction City area in the last week in May, coming from all over the country, and those figures truly could be well above \$350,000. Of course, it's not entirely profit.

*(Continued on page 11)*

## ROADSHOW REVIEW

Kansas Tourism staff were on the road all last week for the Kansas Tourism Roadshow.

We covered more than 1,100 miles of Kansas with stops in Ulysses, Wichita, Fort Scott and Shawnee to present information to the tourism industry in the area.

At each stop, staff conducted round-tables and covered the topics of co-op marketing, website, group tour, publications, agritourism, grants, signage, photography, hospitality/education, travel information centers and sports/meetings markets. Special "Thank You" to Marieta Hauser—Grant County Chamber of Commerce, David Flask—Old Cowtown Museum, Lindsay Madison—Fort Scott Area Chamber of Commerce and Tourism Center, and Kevin Fern—Shawnee Convention & Visitors Bureau for being great hosts.

We were able to take in some fun and historic tours, enjoy tasty local grub and fantastic accommodations along the way. You can view some photos from our journey on [KSBucketList.com](http://KSBucketList.com). ■



Photos and article courtesy of KDWPT.

## WHITE PAPERS



There's a new addition to the Education Section of the TIAK website: White Papers.

Our Education Committee has researched and collected white papers

on various topics. Current White Paper listings include:

- The State of the American Traveler
- EppersonDest Product Development: A Review and Analysis of the Role of CVBs in Destination Product Development
- Destination Brand Building
- Five Destination Branding Principles to Boost Economic Recovery
- Toll Advocacy: It's Not Just For a Crisis
- Amadeus: Shaping the Future of Travel—Macro trends driving industry growth over the next decade

All of these white papers can be found on the TIAK website at: [www.tiak.org/events](http://www.tiak.org/events). Be sure to check them out! ■

## CVB POSITION AVAILABLE

The **Olathe Chamber of Commerce** is accepting cover letters and resumes for the position of Vice President, Convention & Visitors Bureau. The position description is available [here](#). Please direct correspondence to **Brad Cornell**, Chief Operating Officer, Olathe Chamber of Commerce, 18001 West 106<sup>th</sup> Street, Suite 160, Olathe, Kan. 66061 or at [bcornell@olathe.org](mailto:bcornell@olathe.org). Please indicate salary requirements and all relevant tourism, convention and/or meeting experience. ■

## CABELA'S TOURNAMENT (CONT.)

*(Continued from page 9)*

The old saying, "It takes money to make money" is true, and the event did cost the CVB roughly \$40,000. So, that puts the profit at a minimum of \$193,000.

CVB chair Mike Harris, who also owns Acorns Resort at Milford Lake and saw first-hand the activity there physically and financially during the event, said he believes that figure is low.

"The timing was great to have people in," Harris said. "They were here for a long time. If anything, I think these numbers are on the light side."

Whatever number is used, it's in the black, and that can only be good for Junction City.

In August, NBC Sports and The Pursuit Channel will air their coverage of the tournament, which will be of future value to the community, when even more people are able to see all Milford and Junction City have to offer—and they start booking their vacations. ■



## CULINARY FANS DRIVING GROWTH (CONT.)

*(Continued from page 7)*

Daniele Catania, who runs the Alidays travel tour operator that organizes tours for Italians in the United States, said he has started creating itineraries guided by food.

"Food is like a language. You can learn a lot of history through food," Catania said.

Thompson said Brand USA's goal is to attract visitors not only to cities well-known for their cuisine, but also to smaller towns and rural areas that also have food stories to tell.

"Palates have no boundaries," said Dorothy Cann Hamilton, founder and CEO of the International Culinary Center and president of the Friends of the USA pavilion. She declared the days that the hamburger defined American food as bygone, saying American cuisine is developing regionally, with strong immigrant influence.

"We don't think the rest of the world understands how regional tastes are," she said. "If you are Vietnamese and living in New Orleans, you are eating a lot of shrimp. You won't necessarily see that in New York." ■

### Calendar of Events

**August 4, 2015**

TIAK Advocacy Meeting

**August 13, 2015**

TIAK Board Meeting in Dodge City, KS (see Pg. 4)

**August 15, 2015**

TIAK Marketing Awards due!

**August 21, 2015**

Webinar: Heritage Tourism Coming to Life (see Pg. 4)

**September 2, 2015**

Governor's Council Meeting

**September 10, 2015**

TIAK Executive Committee Meeting in Wichita, KS

**October 26-28, 2015**

Kansas Tourism Conference (see Pg. 2)

**October 26, 2015**

TIAK Board Meeting at KS Tourism Conference

**November 12, 2015**

TIAK Executive Committee Meeting in Cottonwood Falls, KS



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825 S Kansas, Suite 502  
Topeka, KS 66612  
Phone: 785/233-9465  
Website: [www.tiak.org](http://www.tiak.org)