

# KANSAS JOURNEYS

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## IGNITE KANSAS TOURISM!



*Keynote Speaker Nan Marchand Beauvois*

The 2015 Kansas Tourism Conference is only a month away—October 26-28 in Wichita, Kan. Hopefully you're ready for a three-day trifecta of fun, learning and networking. If you haven't registered yet, there's still time (see Page 2 for more details on registration and hotel accommodations).

This year's Keynote Speaker is sure to excite! Nan Marchand Beauvois from U.S. Travel is rated one of the top 25 women in the meetings industry as well as one of the top 25 most influential people in the meetings industry for 2015 (see more information about Nan on Page 3). Nan is just one of the nearly 50 inspiring speakers in store for this year's conference. Don't miss out on this opportunity to build on your tourism repertoire for your respective communities.

The Kansas Tourism Conference kicks off on Monday, October 26, with an INTRUST Arena tour where Wichita State Shockers Men's Basketball Character Coach, Steve Dickie, will ignite the crowd with his opening to fire up the conference for 2015. Following that excitement, first-timers to the conference will have their own orientation and reception, sponsors and exhibitors will enjoy a reception and we'll all celebrate after dinner with an Old Town Pub Crawl.

Tuesday is packed with valuable information and an incredible lineup of speakers, along with a large array of exhibitor booths to browse—all at the Hotel at Old Town. The Visit Wichita Signature Event will close out the day—an affair that is sure to be enjoyed by all!

Wednesday will round out the conference with an abundance of breakout sessions in Leadership, Marketing, Sales & Service, and Agritourism, led by some of the best in the industry. The day also includes the TIAK annual meeting and goes out with a bang. We'll Ignite Kansas Tourism . . . with a Celebration! The Kansas Tourism Dinner and Marketing Awards Banquet is a must for any fun-

*(Continued on page 2)*

(Continued from page 1)

loving tourism professional. And if the sparks are still flying and you're not ready to end the festivities, be sure to join TIAK and several Kansas legislators at the PAC Nightcap Reception to close out the annual conference.

We look forward to seeing you next month when we light up Wichita with the fire that is the Kansas tourism industry! ■

## CONFERENCE TIPS FOR A BLAZING EXPERIENCE:

- \* WEAR COMFORTABLE SHOES—YOU WILL BE DOING A LOT OF WALKING
- \* DRESS APPROPRIATELY—DON'T LET BAD WEATHER DAMPEN YOUR EXPERIENCE



## KANSAS TOURISM CONFERENCE REGISTER TODAY!

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

**October 26-28  
Wichita, Kan.**

## HOTEL ACCOMMODATIONS

*Due to overwhelming popularity of the KS Tourism Conference, the host hotel, Hotel at Old Town, and the secondary hotel, Courtyard by Marriott, have already filled up! We've added a third hotel nearby to accommodate the demand.*

**Host Hotel:**

Hotel at Old Town  
830 E. First Street North  
Wichita, KS 67202  
316.267.4800

**Secondary Hotel:**

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

**Additional Hotel:**

Fairfield Inn & Suites by  
Marriott—Downtown  
525 S. Main Street  
Wichita, KS 67202  
316.201.1400

## THIS YEAR'S KEYNOTE SPEAKER— NAN MARCHAND BEAUVOIS, U.S. TRAVEL



Nan Marchand Beauvois is the U.S. Travel Association's senior director of national councils, overseeing the National Council of State Tourism Directors, the National Council of Attractions, Destination Council, and the Meetings Mean Business Coalition. She is also general manager for U.S. Travel's Educational Seminar for Tourism Organizations (ESTO).

Marchand Beauvois is a strategic leader with more than 25 years of travel industry experience. Her successful career has been built on the personal tenets of creativity, passion and entrepreneurial thinking. Her innovation and strategic leadership were responsible for creating branded products and promotions that were engaging, imaginative, effective and able to increase the bottom line of both top destinations and Fortune 500 travel companies. Marchand Beauvois was recently recognized as one of Successful Meetings' 25 Most Influential People in the Meetings Industry.

Prior to joining U.S. Travel she was the executive director of the Pasadena Convention & Visitors Bureau, responsible for branding the city as a year-round business and leisure destination, beyond the Rose Parade and Rose Bowl, in the competitive Los Angeles market. Concurrently, she led an aggressive sales program for its expanding convention center.

She has lent her skills to industry associations and has served as a member of U.S. Travel's IPW Planning Committee, California Travel & Tourism Commission International Marketing Advisory Committee, the National Tour Associations Marketing Committee. TTRA Board member, the Los Angeles Tourism & Convention Board Marketing Committee and was a long-term board member of CalTravel, where she served as chair in 2000-01.

Marchand Beauvois attended the University of California at Los Angeles, studying political science/international relations and romance languages. She is fluent in French and conversational Spanish. She lives in Arlington, Virginia with her husband and son. ■

## SILENT AUCTION



It's almost time for the travel industry to come together at the Kansas Tourism Conference—an event that is full of great educational offerings, wonderful networking and above all else—FUN! Part of the fun is the annual Travel Industry Association of Kansas benefit auction. It is FUN to see what has been donated, FUN to win the bid on a coveted item and FUN to see our state organization prosper through the funds raised by the event. You—the conference attendee—are asked to do two things to make this part of the conference a success:

1. Contribute an item to the silent auction. The item can be donated by you, your employer, a local business or all three. The more items we have to auction, the better. Some items that have sold well at past auctions in-

*(Continued on page 11)*



# Grace Stanfield

2015 SCHOLARSHIP RECIPIENT



*I'm Grace!*

gracedstan@gmail.com  
785-313-5940

## #GRACE'S BUCKET LIST



**GRADUATE KSU**



**COFFEE**



**TOURISM  
CONFERENCE**



**BED &  
BREAKFAST**

## ...Grace Stanfield

My name is Grace Stanfield and I'm a 5th year senior at Kansas State University studying hospitality management. I am a Manhattan local, having lived here my entire life. For the last year, I have worked at the Manhattan Hilton Garden Inn as a banquet server and sales intern.

I grew up in a home where hospitality was the norm. My mom had so much love for sharing her home with strangers and we constantly had people over for dinner parties and holidays. I can't remember a single Thanksgiving that was spent as just our family. We always had guests at our house, which made my family feel bigger than just me, my brother and parents. Even though it took three other majors before realizing hospitality is where I should have been all along, I am more confident every day that I chose the right major.

I have always loved tourism. As my family traveled throughout the South growing up, I was very interested in the historical aspect of every town we visited and wanted to know more about that town and what it had to offer. When I started as a sales intern, I was exposed more to the Convention and Visitor's Bureau and immediately fell in love with the idea of promoting my hometown and helping groups plan their events here in Manhattan. Ultimately, my dream job is to own and operate a bed & breakfast that includes a small event space on site. I grew up in a home that my mom wanted to share with others, and I would love to do the same. This is why the tourism conference caught my eye and I'm hoping to use this experience as a learning opportunity to gain more knowledge and understanding of the tourism industry to see where I fit best!

Outside of school, I love spending time with friends, reading, coffee, K-State football and being outdoors! My goal is to spend my last year at K-State making the most of my college experience and crossing off as many "bucket list" experiences as possible!

# Thanks a million!

Special thanks to the following individuals who contributed to the 2015 TIAK Scholarship fund. \$500 was raised in 2015 to help bring Grace to conference.

Stacy Barnes	Sheila Lampe
Suzan Barnes	WenDee LaPlant
Tiffany Benien	Holly Lofton
LeAnn Cox	West McArthur
Karen Crane	Dana Markel
Natalie Donges	Gloria Moore
Kevin Fern	Roxanne Morgan
Sally Fuller	Jacque Pregont
Amy Garton	Donna Price
Kerry Green	Susan Rathke
Connie Hall	Sylvia Rice
Karen Hibbard	Marcia Rozell
Maureen Hofrenning	Stacey Smith
Roger Hrabe	Jan Stevens
Jake Huyett	Jim Zaleski
Larry Johnson	

**Shout out to the Education Committee for assisting in scholarship selection: Amy Garton, Sally Fuller, Kerry Green, Kelli Hilliard, Marcia Rozell, Janet Kuhn, Colleen Hastings, Kristi Lee, Leilani Thomas, Karen Crane.**

If you want to help a student attend next year, please visit <http://tiak.org/student-scholarship-fund/>. Thanks for your support!



# 2015 Marketing Awards

Travel Industry Association of Kansas (TIAK)



Thank you to each of our *outstanding* entrants as well as the judges. And a big shout out to WIBW for hosting TIAK and the Judges on judging day. *TIAK is loaded with talent!*



And a very special thank you to our Awards sponsors:



Winners will be announced at the banquet: **October 28, 2015**

**Meet the JUDGES:**

**Martha Bartlett Piland**



A graduate of Washburn University, Martha spent several years in retail management before joining a major Midwestern marketing firm, which helped launch her career. In 1997, she joined Heartland Health as Marketing Director where she built the fledgling insurance company's marketing department from the ground up. In 1998, MB Piland Advertising + Marketing was born. Helping clients develop and maintain a strong internal brand that aligns with their public brand is a differentiator for her firm and the clients she serves. Martha is a highly-sought speaker and has traveled across the US and Canada speaking on branding and marketing strategy.

**Dave Bergmeier**



Dave is managing editor at the *High Plains Journal*, an agricultural publication that covers 10 states. He has been at the Dodge City publication the past two years. Before that he spent 14 years as editor and publisher of the *Abilene Reflector-Chronicle*. He chaired the Abilene Convention and Visitors Bureau, the Abilene Economic Development Council and was on numerous community-oriented committees. He is a Kansas native and graduate of Kansas State University.

**Lindsay Randall**



Lindsay is a Certified Radio Marketing Consultant. She was raised in WaKeeney, Kan., and graduated from Kansas State University (KSU) with a degree in Journalism & Mass Communications. Lindsay currently serves on the Advisory Board for the School of Journalism at KSU. Previously, Lindsay has also served as a National Sales Manager, National Sponsorship Sales Account Manager, and a Media Buyer for TV & Radio for several well-known broadcasting companies throughout her career. She has received sales awards from radio stations across the country and is a Pi Beta Phi Sorority alum.

**Dan Lindquist**



Dan has spent the past 32 years as a marketing consultant, creating and selling ad campaigns for the past eight years with Team W Advertising. Team W offers business communication strategies and creative solutions as a service of WIBW Radio Group in Topeka and other Morris Communications radio stations in Kansas. Dan and his wife, Megan, are musically inclined and they own and operate Twilight Productions, having created hundreds of advertising jingles and commercial music since 1985.

**Katy Ryan Schamberger**



Katy Schamberger is a digital marketer, writer and editor whose love of Kansas City is second only to her passion for words. Upon moving to Kansas City from Columbia, Mo. in 2004 after graduating from the University of Missouri-Columbia with a Bachelor's degree in magazine journalism (Go Tigers!), Katy funneled her interest in Kansas City into a journalism and marketing career that's included roles as a regional magazine editor, a freelance writer and editor, and more recently, marketing coordinator for Kansas City, Kan.-based non-profit, Downtown Shareholders, and online content marketing manager for DSI, a Kansas City-based software company. She continues to actively champion Kansas City through freelance assignments for KC Magazine, Visit KC and KANSAS! Magazine. In 2010, Katy published her first book, a travel guide called Moon Kansas City. If she's not writing, she's out exploring—and there's a good chance she's tweeting and Instagramming at the same time, too!





## FREE NATIONAL PARKS PASSES FOR FAMILIES ARE NOW UP FOR GRABS

By Brad Tuttle, Money Magazine



Millions can get free admission to all parks for a full year. The National Park Service's 100th anniversary is being celebrated in 2016, and the party starts early for families with kids in fourth grade for the 2015-2016 school year. As President Obama announced earlier this year, the parks service is launching a special initiative for the centennial to help engage and attract children and families to our national parks and the great outdoors. It is called Every Kid in a Park, and starting September 1, all fourth graders in America are entitled to a free Every Kid in a Park Pass, which grants free admission for one's family—or an entire car-full at locations that charge by the car—to all U.S. national parks, forests, monuments, and wildlife refuges.

The pass is valid for an entire year, starting September 1, 2015, and lasting through August 31, 2016. Consider it the equivalent of the National Park Service America the Beautiful annual pass, which costs \$80. If you're lucky enough to have a child in fourth grade this year, consider this your excuse to visit one—or five, or seven—national parks in the year to come. Parks like Yellowstone and Yosemite charge \$30 apiece as an entrance fee for visitors with a car, so this pass is a tremendous value. Click [here](#) for information about how to order an Every Kid in a Park pass, available starting September 1. ■

## HERE WE GO AGAIN... TELL CONGRESS TO AVOID A SHUTDOWN

If Congress does not pass a budget before **midnight on October 1st**, the federal government will experience its second shutdown in as many years. As we saw in 2013, a government shutdown will negatively impact the travel industry across the United States. Businesses and communities, both large and small, that depend on travel spending for employment and revenue, will be needlessly disrupted.



U.S. Travel estimates that a shutdown could cost the U.S. **\$185 million each day** in economic output due to lost travel-related activity, affecting as many as **530,000 American workers** supported by the travel industry.

The closure of national parks and federal historic sites to millions of travelers—coupled with the general perception of an uncertain travel process will do serious and immediate harm to the economy.

Tell Congress that a government shutdown would affect your business and your job. Tell your elected officials to reach an agreement and avoid a shutdown. You may do this by visiting the [U.S. Travel Action Center website](#). ■





## DESTINATION CAPITOL HILL

MARCH 16—17, 2016  
WASHINGTON, D.C.

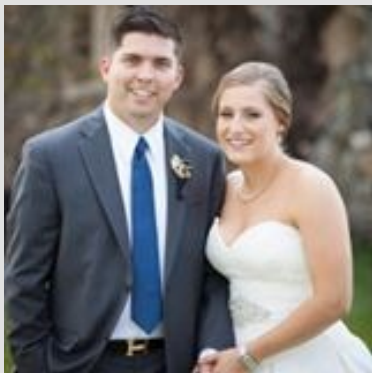


DESTINATION  
CAPITOL HILL

# SAVE THE DATES

Destination Capitol Hill (DCH) is the U.S. Travel industry's premier legislative fly-in. The event brings travel leaders from across the country to Washington, D.C. to educate policymakers about the power of travel. The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver.

## HARRISON HEMS NAMED AS NEW CHIEF OF STAFF FOR SUSAN WAGLE



Harrison Hems will take over as chief of staff for Senate President Susan Wagle. Hems is a graduate of the University of Kansas and has worked as Wagle's legislative director since she became Senate president in 2013. He previously worked for the Kansas Department of Transportation, former House Majority Leader Arlen Siegfried and the Kansas Republican Party.

"Harrison's strong work ethic, his unique understanding of the legislative process and his experience will bring continuity to the office," Wagle, R-Wichita, said in a news release. "He is an ideal pick for the position."

Hems replaces outgoing chief of staff Ryan Gilliland, who announced his departure to take a position overseeing state government affairs for electricity company ITC Great Plains. He recently married Kristin Slater. ■

## APPOINTMENTS & ELECTIONS

*From Hawver's Capitol Report:*



House and Senate Republican leaders have named their members of two key inter-

im special committees: Education and Tax. Senate Democrats haven't yet made appointments, and the House Democrats haven't yet appointed tax committee members.

The education committee will start work on creating a new school finance scheme for the state to become effective after next fiscal year, when a two-year block grant program for state aid to K-12 schools expires.

The tax committee will look at existing sales and other tax exemptions for dozens of industries and charities with an eye toward finding the least politically damaging exemptions to scrap to boost state revenues.

Senate President Susan Wagle, R-Wichita, has appointed Sens. Steve Abrams, R-Arkansas City, Tom Arpke, R-Salina, Molly Baumgardner, R-Louisburg, Jim Denning, R-Overland Park, and Ty Masterson, R-Andover, to the K-12 Student Success Interim Study Commission. House Speaker Ray Merrick, R-Stilwell, has appointed Rep. Ron Highland, R-Wamego, to chair the committee, and Reps. Jerry Lunn, R-Overland Park, Ron Rychman Jr., R-Olathe, Tony Barton, R-Leavenworth, Sue Boldra, R-Hays, Larry Campbell, R-Olathe, and Dennis Hedke, R-Wichita, to the panel. House Minority Leader Tom Burroughs, De-Kansas City, has appointed Reps. Valdenia Winn, D-Kansas City, and Ed Trimmer, D-Winfield, to the committee.

Wagle appointed Sen. Ty Masterson, R-Andover, to chair the Tax Study Commission, with Sens. Steve Abrams, R-Arkansas City, Julia Lynn, R-Olathe, Jeff Melcher, R-Leawood, and Greg Smith, R-Overland Park, as members, and Merrick named Rep. Marvin Kleeb, R-Overland Park, vice-chair of the tax panel, and Reps. Ken Corbet, R-Topeka, Mark Hutton, R-Wichita, Jerry Lunn, R-

Overland Park, and Marc Rhoades, R-Newton, to the committee.

One-term Sen. Caryn Tyson, R-Parker, has filed for reelection to a second term in the upper chamber. She is so far unopposed for the district. is so far unopposed for the district.

BJ Harden, former aide to House Speaker Ray Merrick, R-Stilwell, has returned to the Speaker's staff as deputy chief of staff/policy. Harden served a 10-month stint working for State Treasurer Ron Estes before returning to Merrick's office, where he was formerly legislative director. ■

## 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!

## EFFICIENCY STUDY CONTRACTOR NAMED

*From Hawver's Capitol Report*

The Legislative Budget Committee unanimously agreed to contract with Alvarez & Marsal, an international consulting group, to find ways to pare state expenses. The decision triggers a three-legislator panel to work out details of a contract for which the Legislature last session agreed to spend as much as \$3 million. No final pricetag was announced today, and won't be until Reps. Ron Ryckman Jr., R-Olathe, and Jerry Henry, D-Cummings, and Sen. Ty Masterson, R-Andover, work out a final contract with the New York-headquartered consulting firm—with a Kansas City regional office.



Apparent key to the selection of Alvarez & Marsal was its expertise in health care and education financing, two major expenses for the state budget. The discussions with Alvarez, and three other bidders for the contract—Boston Consulting Group, Deloitte Consulting and McGladrey Consulting—were in executive session, but Budget Committee members said that Medicaid (KanCare) and other health programs and K-12 schools were major talking points with Alvarez.

David Jordan, who represented Alvarez at the public portion of the Budget Committee meeting, said his firm had advised Louisiana on how to save \$500 million in state spending without layoffs or tax or fee increases. Among Alvarez officials introduced as being part of the Kansas study team is Nancy Zielke, who formerly worked with the Kansas Department of Transportation and was finance/budget director for the Unified Government of Wyandotte County/Kansas City.

The \$3 million efficiency/cost savings contract—which could be finalized by Oct. 1—is supposed to provide a Jan. 1 report to lawmakers for some quick money-savings, and by April 1 a final report will be turned in. The efficiency study aims at quick savings—within the current fiscal year—and one- to two-year plans plus longer-range proposals for state government efficiency. The contract specifically excludes the Legislature, Judiciary and city/county governments from the efficiency study. ■

## SILENT AUCTION (CONT.)

*(Continued from page 3)*

clude: getaway packages, tickets to sporting events, concerts and plays, jewelry, purses, artwork, chairs, advertising opportunities and office equipment. Kansas products, especially beer and wine, are also always well received.

2. Bid and purchase items from the auction. This is your state organization and the \$\$ raised is an important part of the budget for the coming months. We encourage you to bring your checkbook, credit card or cash to purchase one or more of the wonderful items offered.

Items already on the auction block include: 4 Kansas State University football tickets; a “Just Sunflowers” artistic package; and an overnight stay at the historic Grand Central Hotel and Grill in the heart of the Flint Hills.

Only the auction form needs to be filled out in advance of the actual conference. Just email, fax or mail it to Sally Fuller, [tourism@cityofliberal.org](mailto:tourism@cityofliberal.org), 620-626-0540, 1 Yellow Brick Road, Liberal, KS 67901. Then the item just needs to be brought or shipped to conference. ■



## FORMER KANSAS SENATOR AND FRIEND OF KANSAS TOURISM PASSES

Former Sen. Ben Vidricksen, known affectionately as “Senator Ben” by many, died September 14, 2015.

Senator Vidricksen served his country in the United States Navy and eventually helped to grow his family-owned businesses in Salina, Kan. In 1979, he was appointed to fill a vacated 24th district Kansas Senate position and was successfully re-elected five times for a 21-year service record to the State.

The accomplishments that define his career include his 16-year position as assistant majority leader, the Highway 81 Comprehensive Transportation Initiative and being finance chairman for the “Ad Astra” Capitol dome sculpture project.

As a friend of Kansas tourism, Senator Vidricksen chaired the Transportation & Tourism Committee for 12 years, served as a member of the Governor’s Council on Travel and Tourism, owned and operated a 900-seat restaurant complex in Salina, Kan. with his family and served as a delegate to the White House Conference on Tourism and Travel in 1995.

Included among Senator Vidricksen’s numerous honors were recognitions by TIAK: Distinguished Service Award (2000) and the TIAK Annual Award for the Promotion of Tourism & Travel (1989). He also received the Governor’s Special Award for the promotion of tourism sponsored by the Kansas Association of Broadcasters in 1988 and was honored in 2002 by having a section of Interstate 135 in Salina named for him. ■



### Calendar of Events

**October 26, 2015**

TIAK Board Meeting at KS Tourism Conference

**October 26-28, 2015**

Kansas Tourism Conference (see Pg. 2)

**November 12, 2015**

TIAK Executive Committee Meeting—Cottonwood Falls, KS

**November 20, 2015**

Webinar: Destination NEXT

**December 10, 2015**

Seminar: Market Segments

**February 10, 2016**

TIAK Day on the Hill State Capitol, Topeka, KS

**March 16-17, 2016**

Destination: Capitol Hill Washington, D.C.



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