



**Travel Industry  
Association of Kansas**

**THE VOICE OF THE TRAVEL  
INDUSTRY IN KANSAS**

July 2016

Volume 11, Issue 7

# TIAK TIMES

**INSIDE THIS ISSUE:**

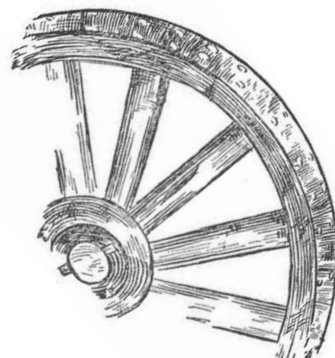
Kansas Tourism Conference	2
2018 KTC RFP	2
KDS Renewal Year	2
Taste of TIAK	3
Kansas Cowboy Hall of Fame	4
City of Abilene Seeks Director	5
White Papers	5
Interim Transportation Secretary	6
'Pokemon Go' Phenomenon Hits Kansas Parks	6
TIAK PAC	7
Election 2016	8
Welcome Norton Travel & Tourism	9
Calendar of Events	9

## JOIN US ON A TRAILS ADVENTURE

Are you ready for an adventure? Saddle up and don't get left in the dust! Your Trails Adventure awaits at the 2016 Kansas Tourism Conference October 17-19 in Olathe, Kan.

Hitch your wagon and register to be a part of the Kansas tourism industry's "don't miss" conference of the year. Register today through the TIAK website [here!](#) This trail stop has all of the conference information you'll need: enter your marketing genius in the TIAK Marketing Awards, sign up to donate an item for the silent auction, sponsor an up-and-coming hospitality student with a scholarship donation, complete your hotel reservation, preview the conference agenda, and get registered!

And, of course, we all know the conference wouldn't exist without the generosity of tourism pioneers willing to sponsor this adventure. Booth space is filling up fast so be sure to join the excursion today.



All trails lead to Olathe this October. Make some new friends and get reacquainted with old ones, enjoy great learning opportunities and speakers, visit a trailblazing business, meet some knowledgeable vendors, get updates on the tourism industry as a whole, all while having a fun time!

There's only one month left to take advantage of early bird registration. Your Trails Adventure awaits! ■

## KANSAS TOURISM CONFERENCE

TO REGISTER, go to: <https://tiak.org/events/kansas-tourism-conference/>



The 2016 TIAK Marketing Awards are now open for submissions. New this year is the addition of placement levels. At the Kansas Tourism Conference in October, awards will be given for 1st, 2nd, and Honorable Mention in each category. The goal is to recognize the outstanding marketing efforts of tourism throughout Kansas. Submit your presentation on the [Marketing Awards](#) webpage.



*Donate an auction item at the Kansas Tourism Conference and you could win a prize while helping to support TIAK! Bidders will vote for the best themed item (must have a value of at least \$50) to determine the 2016 Theme winner. Enter your auction donation through the form on the TIAK conference page .*



Share the conference adventure with a worthy student in a Kansas hospitality/tourism program of study. It takes \$600 to send a student to the conference each year, and we're only one-third of the way there! Support a student by making a contribution through the Student Scholarship Fund

available on the TIAK website at <https://tiak.org/payments/>.



### 2018 KTC RFP APPLICATIONS NOW ACCEPTED

The RFP for the 2018 Kansas Tourism Conference can be found on the TIAK website [here](#). Responses are due Monday, August 15, 2016.

### KDS RENEWAL REMINDER

2016 is a renewal year for all current KDS. TIAK established the KDS certification program in 2003, which is designed to familiarize and further one's knowledge of the State of Kansas, tourism marketing and leadership. Since its inception, 46 people from the Kansas hospitality industry have earned this recognition.

Learn more on the TIAK website [here](#).

# taste

# OF



**Travel Industry  
Association of Kansas**

## Travel Industry Association of Kansas (TIAK)

**Not sure if you should bite off more than you can chew?  
Well, how about a little “taste” then?**

**Any new member can join TIAK in 2016 for just \$50!  
This special “Taste of TIAK” is good for new members only,  
and is being offered through the end of the year.**



Become a member today at  
<https://tiak.org/tiak-membership/join-tiak/>  
and start enjoying the benefits of  
membership that only TIAK can offer!

“This membership program got me in the door. Once I was involved and attending the tourism conference, I saw the value of the networking opportunities and educational components. Our TIAK membership became a priority to my organization.”

—Board Member Roger Hrabe, Rooks County Economic Development Director

“TIAK has been a valuable partner with Kansas Travel & Tourism in gaining exposure for our industry. Through increased membership, our unified voice grows even stronger in leading the charge for the 3rd largest industry in the state: a relationship benefiting every Kansas community, large and small.”

—Linda Craghead,  
Kansas Department of Wildlife,  
Parks and Tourism Assistant Secretary



## KANSAS COWBOY HALL OF FAME ANNOUNCES THE “YEAR OF THE COWGIRL”



Boot Hill Museum has been home to the Kansas Cowboy Hall of Fame since 2002. Each year, five legendary cowboys have been inducted into the hall of fame. This year, the committee has chosen to declare the “Year of the Cowgirl” and induct five pioneer-spirited women of the American West into the Hall of Fame. The ceremony will be held on October 8, 2016 along with other exciting events to help celebrate the accomplishments of Kansas Cowgirls.

ITC Great Plains will help kick-off the celebration on Friday, October 7th, with a family-friendly country-style dinner and Long Branch Variety show in the evening. The next morning, Saturday, October 8th, the Kansas Cowboy Hall of Fame Committee will host an open house at Boot Hill Museum, followed by the awards luncheon with special guest speaker, Diana Vela, PhD, Associate Executive Director of Exhibits and Education for the National Cowgirl Museum and Hall of Fame. Options for afternoon activities include Historic Trolley Tours, walking tours and behind-the-scenes tours of Dodge City Attractions. At 2:00 p.m., Dr. Jim Hoy will present *Kansas Legends and Folklore*. The finale for the Year of the Cowgirl will be held that evening with a Cattleman’s Ball and art show by Chance Hayes. More details about all celebratory events will be released soon.

Nominations for Cowboys or Cowgirls will be accepted until August 1, 2016. The Cowboy applications will be considered for the 2017 induction and Cowgirls for 2016 induction. Nomination forms may be requested through Boot Hill Museum, Inc., at 620.227.8188 or [www.boothill.org](http://www.boothill.org).

The Kansas Cowboy Hall of Fame inductees will be selected after the evaluation of the following:

1. Significant contributions to the western heritage lifestyle, past or present, and to the preservation of the cowboy culture in Kansas.
2. Personifies the cowboy ideals of integrity, honesty, and self-sufficiency.
3. Achievement of statewide historic significance.
4. Native and/or resident of Kansas.

Inductees will be honored in the following five categories:

- **Working Cowboy:** The Working Cowboy or Cowgirl is an individual whose primary lifetime occupation is in the cattle industry or related field. They earn a paycheck for a job well done, as a feed yard cowboy, a ranch hand/foreman, a horse trainer or related job.
- **Rodeo Cowboy:** The Rodeo Cowboy or Cowgirl participates or contributes to the sport of rodeo. Rodeo participants, rodeo clowns, announcers, producers, promoters, stock contractors or similar, that have excelled in competition or advancement of the sport, will be considered for Rodeo Cowboy.
- **Rancher/Cattleman:** The Rancher/Cattleman is the proprietor of a business that directly relates to the ranching/livestock industry. This individual has ex-

(Continued on page 9)

## CITY OF ABILENE SEEKS DIRECTOR

The City of Abilene, Kansas, is seeking a dedicated and energetic individual with knowledge and skills in marketing and tourism to serve as the Convention and Visitors Bureau Director for the Hometown of the Eisenhower Presidential Library, Museum, and Boyhood Home and the historic end of the Chisholm Trail.

The Convention and Visitors Bureau Director reports directly to the City Manager and will be responsible for overseeing a results-oriented, customer-centered approach to tourism-related services. The Director manages the operation of the Civic Center and coordinates with various community stakeholders in the planning and preparation of various events throughout the year. The Director also works collaboratively with the Convention and Visitors Bureau Advisory Board, which is appointed by the City Commission to provide advice on programs and marketing related to Abilene's tourism industry.

The Director oversees an annual operating budget of about \$250,000, which is mostly derived from transient guest tax receipts and Civic Center rental fees and is sometimes supplemented with grant funds. The Director exercises direct supervision over employees of the Convention and Visitors Bureau, as well as recruits, trains, and coordinates the work of community volunteers.

The Director will be expected to have a presence in the community, and will be asked to conduct "sales calls" in the community to build rapport and raise awareness for the tourism industry and related events. Public relations will be a critical skill for this position. The Director will design and implement a marketing program focused on tourism and events in Abilene. Candidates should have excellent writing and speaking skills, experience with multimedia such as social media, print, and video, and should possess a thorough understanding of marketing. The position will also be involved in some events planning throughout the year.

Individuals interested in the position should have a minimum of five years of experience in tourism, marketing or hospitality services. At least two years of management experience in a related field is preferred. A Bachelor's degree in public relations, marketing, hospitality services, or other related field of study is preferred. Starting salary is negotiable, based on qualifications; the salary range for the position is between \$58,094 and \$78,624. The City of Abilene also offers a competitive benefits package.

Initial review of applications will begin August 1, 2016, although the position will remain open until filled. ■



## WHITE PAPERS



There's a new addition to the Resources 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/resources/white-papers-reports](http://www.tiak.org/resources/white-papers-reports). Be sure to check them out!

## INTERIM TRANSPORTATION SECRETARY RICHARD CARLSON

Mike King, Secretary of the Kansas Department of Transportation (KDOT), resigned effective July 15, 2016. King served as KDOT Secretary since March 2012.

Former legislator Richard Carlson was named Interim Secretary of Transportation and Director of the Kansas Turnpike Authority by Gov. Sam Brownback. The St. Marys native had been Legislative Liaison and Tax Policy Adviser for the Kansas Department of Revenue since December 2014.

Secretary Carlson served in the Kansas House of Representatives for 10 years beginning in 2004, representing the 61st District of Pottawatomie County and northern Wabaunsee County. He was Chairman of the House Taxation Committee for six years and also a member of the Appropriations Committee and Commerce and Labor Committee. He was a Pottawatomie County Commissioner for 12 years before being elected to the Legislature.



Richard Carlson

Secretary Carlson has worked in real estate and banking as well as franchise development and investment for Burger King restaurants. He was active in the Texas Longhorn Breeders Association of America, serving as president, vice president and a member of the national board of directors.

An economics and business graduate of Kansas State University, Secretary Carlson served in the Kansas Army National Guard and is a graduate of the Kansas Leadership program. He also served on the board of the Flint Hills Regional Leadership Program. Secretary Carlson and his wife, Cheryl, live on a ranch near St. Marys. They have two sons and six grandchildren. ■

## ‘POKEMON GO’ PHENOMENON HITS KANSAS PARKS



*From The Topeka Capital-Journal*

The “Pokemon Go” phenomenon is hitting many Kansas state parks and nature centers, according to the Kansas Department of Wildlife, Parks and Tourism.

The department said several elusive Pokemon have shown up at state parks and the agency “welcomes Pokemon hunters stalking the virtual critters that have popped up at some of the most picturesque and educational places in Kansas.”

The release called the game “an exciting new way to get outdoors and enjoy all that natural Kansas has to offer.”

“‘Pokemon Go’ is both fun and distracting, so we encourage players to use common sense and follow certain safety precautions while on a Pokemon quest,” said Linda Lanterman, state parks director. Those include being aware of your surroundings, staying on trails, not trespassing on private property and not operating a vehicle or boar while distracted by the game. ■



Travel Industry Association of Kansas  
Political Action Committee  
215 Broadway  
Cottonwood Falls, KS 66845

*Kevin Fern, Chairman*  
Shawnee

*Suzan Barnes, Treasurer*  
Cottonwood Falls

*Maureen Hofrenning*  
Wichita

*Roger Hrabe*  
Stockton

*Bridgette Jobe*  
Kansas City

*Shelia Lampe*  
Iola

*Dana Markel*  
Overland Park

*Gloria Moore*  
Washington

*Brett Oetting*  
Topeka

*Donna Price*  
Goodland

*Jim Zaleski*  
Parsons

***Make a Commitment Today.***  
***Ensure the Voice of Tourism is Heard...***  
***in the Legislature come January.***

Today I am sending my personal check to TIAK PAC for \$100, to help build up the funds, so we will be in a position this fall to help the candidates who will help us. Will you join me?

We need friends in the State Senate and State House who will have our back and the best way to make those friends is to have theirs. If we learned anything these past few years during the session, it is that our industry could be wiped out with a single vote. I am proud we were able to kill shortsighted legislation before it got momentum. The reason we were able to stop it in its tracks was because legislators, who we have contributed to before, stood firmly in our corner.

Any amount will help, \$25, \$50, \$75, \$100, more or less, it all adds up.

Thank you for your consideration, I hope I can count on you.

*Yes, Kevin, you can count on me to help candidates who will help us build the tourism industry in Kansas. Enclosed is my contribution made payable to TIAK PAC for:*

- \$ 100.00
- \$ 75.00
- \$ 50.00
- \$ 25.00

*Please mail checks to: 215 Broadway, Cottonwood Falls, KS 66845*



The 2016 Election Season is upon us.  
Be sure to make your voice heard  
at the polls this year.  
Every vote counts!



You must present a government-issued photo ID every time you vote in Kansas. Valid IDs include your driver's license, nondriver ID card, U.S. passport or Kansas college ID. Visit [www.gotvoterid.com](http://www.gotvoterid.com) for a full list of approved IDs as well as additional voting information.

At this time, you are unable to request to change party affiliation. By law, from noon on June 1 through August 31, 2016, anyone affiliated with the Democratic, Republican, or Libertarian party may not switch to another party or elect to become unaffiliated.

#### OFFICES TO BE ELECTED OR RETAINED

##### National Level

U.S. President / Vice-President  
One U.S. Senator (Senator Jerry Moran)  
All four U.S. Representatives

##### State Level

All 40 State Senators  
All 125 State Representatives  
State Board of Education (#2, 4, 6, 8, 10)  
4 Kansas Supreme Court Justices (#1, 2, 3, 5)  
5 Kansas Court of Appeals Judges  
District Court Judges (45 retained, 44 elected)  
District Magistrate Judges (18 retained, 37 elected)



#### 2016 ELECTION DATES

July 12, 2016

Last Day to register to  
vote in primary

July 13, 2016

Advance voting by mail  
begins

August 2, 2016

Fall Primary Election

October 18, 2016

Last Day to register to  
vote in general

October 19, 2016

Advance voting by mail  
begins

November 8, 2016

Fall General Election

**"I have come to the conclusion that politics are too serious a matter to be left to the politicians."**

**—Charles de Gaulle**

For a full candidate roster with all races, [click here](#).



## KANSAS COWBOY HALL OF FAME (CONT.)

(Continued from page 4)

celled in the production and stewardship of cattle, horses, or sheep on our native range lands or feed yards of Kansas.

- **Cowboy Historian:** The Historian is an individual that serves as a guardian of the authentic story of the American/Kansas Cowboy. Their efforts have been directed towards recording, preserving and sharing the Kansas Cowboy's history and history of the Old West. This individual may be an author, curator, storyteller, researcher, scholar or educator.
- **Cowboy Entertainer/Artist:** The Cowboy Entertainer/Artist is an individual or group, male or female, that promotes the cowboy lifestyle through their art or craft. These may include singer/songwriter, artist/craftsman, painter/sculptor, saddle/boot maker, performer, producer, TV/movie personality or other related activities.



The 2016 inductees will be announced on September 6, 2016. All events are open to the public and will be posted on Boot Hill Museum's website and Facebook page. Some events require reservations that can be made by calling Boot Hill Museum. For more information, please contact [Lara Brehm](#), Executive Director, Boot Hill Museum, Inc. (620.227.8188). ■

Welcome our newest member to TIAK!

Norton Travel & Tourism



CALENDAR OF EVENTS  
(CLICK ON EACH LINK FOR  
MORE INFORMATION):

**August 2, 2016**

Kansas Primary Election

**August 11, 2016**

TIAK Board Meeting  
*Garden City, Kan.*

**September 2, 2016**

Agritourism webinar

**September 8, 2016**

TIAK Executive Cmte Mtng  
*Hutchinson, Kan.*

**October 17-19, 2016**

Kansas Tourism Conference  
*Olathe, Kan.*

**November 4, 2016**

Engaging Your Community  
webinar

**November 8, 2016**

General Election

**November 10, 2016**

TIAK Executive Cmte Mtng

**December 8, 2016**

TIAK Board Meeting  
*Topeka, Kan.*

**February 8, 2017**

TIAK Day on the Hill  
*Topeka, Kan.*

**Travel Industry Association  
of Kansas**

825 S. Kansas, Suite 502

Topeka, KS 66612

PH: 785.233.9465

Email: [office@tiak.org](mailto:office@tiak.org)

[www.tiak.org](http://www.tiak.org)



**Travel Industry  
Association of Kansas**