



# TIAK TIMES

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## LET THE TRAILS ADVENTURE BEGIN!



The 2016 Kansas Tourism Conference is just around the corner—October 17-19 in Olathe, Kan. Hopefully you’re registered for this three-day trifecta of fun, learning and networking. If not, there’s still time (see the link below to register).

This year’s Keynote Speaker is sure to hitch your wagon! Mitch Holthus has been the “Voice of the Chiefs Radio Network” since 1994 and has established himself as one of the Midwest’s most recognizable and honored broadcasters.

The Kansas Tourism Conference kicks off on Monday, October 17, with a side trip to IKEA, world-renowned provider of a range of home furnishing products, where the role of retail will be on display. Following that excitement, first-timers to the conference will have their own orientation and reception, and sponsors and exhibitors will enjoy a reception, as well.

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 Olathe Convention Center. The Olathe CVB Signature Community Event will close out the day traveling back in time to the Mahaffie Stagecoach Stop and Farm.

Wednesday will round out the conference with an abundance of breakout sessions in Marketing, Sales, Social Media, TGT and Agritourism, led by some of the best in the industry. The day also includes the TIAK annual meeting and goes out with a cloud of dust. We’ll have a Trails Adventure celebration at the Kansas Tourism Dinner and Marketing Awards Banquet. And if the wheels haven’t fallen off your wagon after that, plan 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 blaze a trail to Olathe for Kansas tourism! ■

**REGISTER TODAY:** <https://tiak.org/events/kansas-tourism-conference/>

## TRAIL NOTES

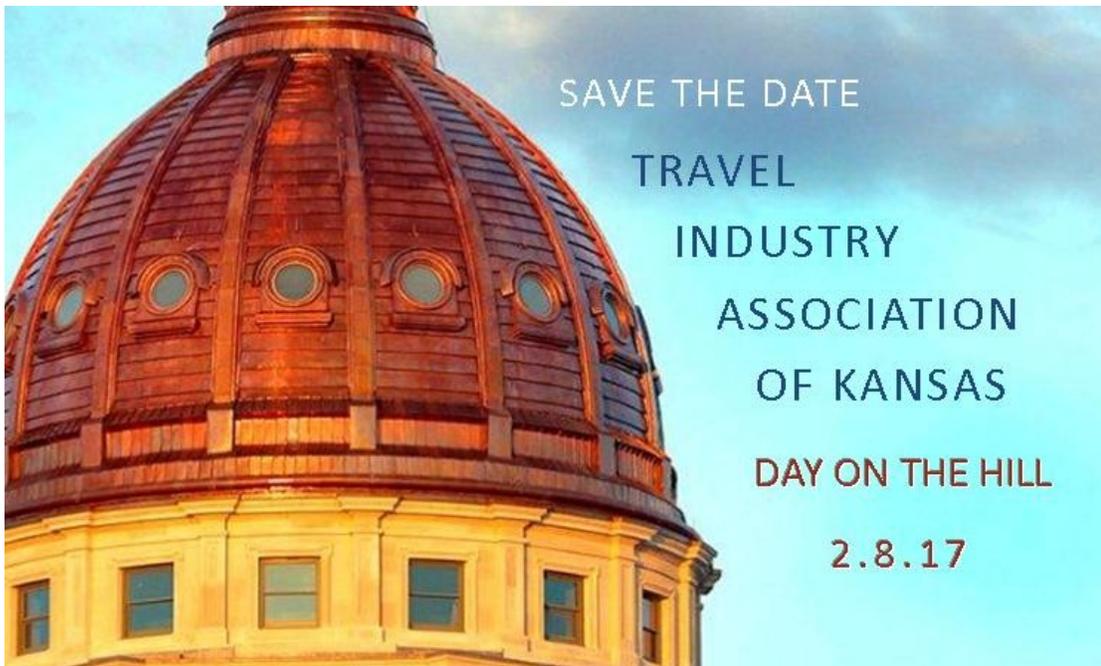


All trails lead to Olathe next month. Make some new friends and get reacquainted with old ones, enjoy great learning opportunities and speakers, visit a trailblazing business, meet some knowledgeable exhibitors, and get updates on the tourism industry as a whole, all while having a great time!

Saddle up with these trail notes for your journey:

- Leave your bloomers and pioneer boots at home—you'll want to wear comfortable shoes and appropriate dress to this event.
- We'll be honoring some real trailblazing pioneers at the conference this year, so if you have suggestions on who should get to ride shotgun and be specially recognized for their service, send your suggestions to the TIAK office: [office@tiak.org](mailto:office@tiak.org).

Your Trails Adventure awaits! ■



Plan to join the Travel Industry Association of Kansas as we celebrate the Power of Travel Kansas and speak to our Kansas legislators with a unified voice. Help us advocate for the travel industry in the state of Kansas by sponsoring this event.



### TRANSIENT GUEST TAX (TGT)

In an effort to better understand how TGT is collected and spent, TIAK is conducting a survey of our members. We ask that only one person from each organization take the survey so not to duplicate responses. You may access the survey here: <https://www.surveymonkey.com/r/TGTSurvey>.



# 2016 People's Choice Award

*Travel Industry Association of Kansas*

The People's Choice award is comprised of all of the categories of the Marketing Awards.

- ◆ Each entry is an official entry that has already been submitted.
- ◆ Entries will be showcased at the Conference for attendees to vote on their favorite entry.
- ◆ Winner will be chosen by Conference attendees ONLY during the Conference.
- ◆ We will announce the entry with the most popular votes during the Conference.

## *Are you the People's Choice?*

If you think so, contact the TIAK Office by September 30th at [office@tiak.org](mailto:office@tiak.org) to be included in the People's Choice Contest.



# 2016 Marketing Awards

Thank you to our judges



*Travel Industry Association of Kansas*



**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.

**Dan Lindquist** For 34 years, Dan has worked as a marketing consultant to help make local businesses famous. He is the Director of Team W Advertising, started in 2006, offering business communication strategies and creative solutions as a service of Alpha Media USA broadcast outlets in Kansas. Highlighting Dan's professional honors: Sales & Marketing Executives International award, Silver Microphone Awards National Winner, and 2013 recipient of the American Advertising Federation Silver Medal Award, the highest honor given by an AAF chapter, recognizing outstanding careers in advertising. Dan's studio, Twilight Productions, has created over 600 jingles for clients.



**Emily Crawford** With an emphasis in tourism marketing and public relations, Emily has 12 years experience in managing corporate, non-profit and government community relations. Her firm offers full creative and marketing services including graphic design, web design, social media management, marketing strategy, vision casting, brand management and creative implementation. Emily currently serves as marketing committee chair for the Kansas City Regional Destination Alliance.

**Kevin Fullerton** Kevin Fullerton is an award-winning designer and creative director whose work is showcased in several graphic design books. During the past 25 years, he has helped launch companies and their brands. Over 10 years ago, he made the ultimate leap when he opened Springboard Creative, a communications design studio that focuses on editorial, collateral and brand design. Kevin is an American Advertising Federation district chairman, AAF Central Region board member, a national American Advertising Awards committee member and past president of AAF-KC.



**Katie Olsen** Katie Olsen joined the A.Q. Miller School of Journalism and Mass Communications in the fall of 2010, serving as an instructor of advertising. Originally from Wichita, Kan., Katie is a graduate of the University of Missouri-Columbia, where she earned a Bachelors of Journalism and worked in the private sector. She received her Masters in Business Administration from Rockhurst University with an emphasis in Marketing, and bring to the Miller School a background ranging from News Reporter to magazine-editing and event-planning experience. Katie is currently finishing up coursework towards a Ph.D. in Student Affairs & Higher Education.

# 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



## COLUMN: A BILL THAT'S GOOD FOR TRAVELERS, THEIR WALLETS AND OUR ECONOMY

*From Tampa Bay Times, by Roger Dow, CEO of the U.S. Travel Association*

Anyone who has sat on the tarmac for hours, navigated a crowded, crumbling terminal or languished in long TSA lines knows that our nation's airports need help. Politicians from Donald Trump to Hillary Clinton agree. But the current airport funding system provides little flexibility to make things any better. What to do?

First, it's important to know a little bit about the congressionally concocted funding scheme that keeps U.S. airports stuck in the last century.

Here's how it "works." Congress applies a mix of federal taxes and fees to the base airfare for each flight, which fund government services like air traffic control, TSA screening, safety inspections and airport upgrades. These taxes typically account for 13 to 16 percent of the total ticket price, although their individual rates have almost nothing to do with the actual cost of the services being provided for each flight.

Of the \$13 billion in federal aviation taxes that flyers pay each year, Congress devotes only \$3.35 billion (roughly 25 percent) to airport upgrades. That's paltry compared to what's needed—\$15 billion per year, according to one recent survey. And of the \$3.35 billion that Congress does spend on airports, approximately \$1.17 billion (35 percent) goes to airports that primarily serve private jets and recreational aircraft, and have virtually no commercial service.

To supplement this meager investment, Congress also allows airports to collect a Passenger Facility Charge of up to \$4.50 per passenger, which each air-

port can use to fund projects that reduce flight delays, enhance security or increase the number of available flights. These funds totaled another \$3.3 billion in 2015. But since 2000, Congress has neglected to raise the PFC from that \$4.50 maximum, even as inflation has doubled construction costs during that period.

So while airlines are in the midst of an eight-year feeing frenzy (checked baggage, change fees, you name it), Congress has frozen airport fees in place for more than 16 years and stopped airports from raising—even by \$1—their PFCs to pay for projects that actually make it easier and better to fly. What's worse, for every federal tax dollar that flyers pay, Congress spends only 65 cents on airports that actually have commercial pas-

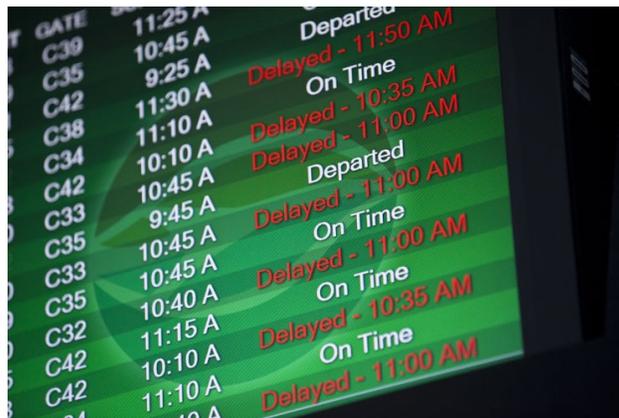
sengers, while the other 35 cents goes to subsidize airports that most people will never use.

That sounds like the definition of inefficiency to me.

Thankfully, a solution resides in a bill introduced by Reps. David Jolly, R-Belleair Bluffs, Gus Bilirakis, R-Palm Harbor, and Thomas Massie, R-Ky. The Restoring Local

Control of Airports Act of 2016 (HR 5563) would allow airport authorities to set their PFC rates based on what's needed to adequately fund essential maintenance and upgrades.

Even better, because airports could raise more money locally, the bill would also—hallelujah—cut federal ticket taxes by \$2 on the average roundtrip airfare and reduce congressional spending on airports by \$400 million per year.



*(Continued on page 9)*

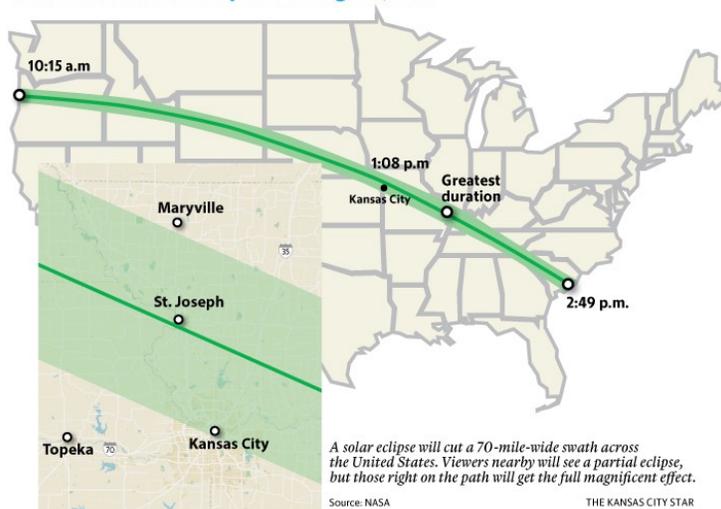
## SAVE THE DATE: AUGUST 21, 2017

*From the Kansas City Star*

“The Great American Eclipse,” a total solar eclipse, will take place on August 21, 2017, when the shadow of the moon will pass over the northeast corner of Kansas. The total solar eclipse reaches the state at 1:02 p.m. CDT and exits at 1:09 p.m.

The darkest part of the moon’s shadow, called the umbra, will move at Mach 2, or more than 1,500 miles per hour, cutting a 70-mile-wide swath from Oregon about 10:15 a.m. to South Carolina at 2:49 p.m. and on out to sea. The so-called “path of totality” will clip the northeastern edge of Kansas and cut across Missouri, bisecting both Kansas City and the St. Louise area. In this area, the closer you are to St. Joseph, the longer you’ll be in the dark. ■

Path of the total eclipse on Aug. 21, 2017



## 3i SHOW



The 62nd annual 3i SHOW takes place Thursday, October 13–Saturday, October 15, 2016 in Dodge City, Kan., in the heart of the agricultural region. The 3i SHOW is a salute to Industry, Implements and Irrigation. Organized and managed

by Western Kansas Manufacturers Association, the show provides an opportunity for exhibitors from all over the world to showcase their agri-business products. It is the largest free exposition of its kind in the entire state of Kansas and has attained nationwide recognition. Enjoy free admission and free parking at this “North American Agri-Business Tradition.” ■

## WHITE PAPERS

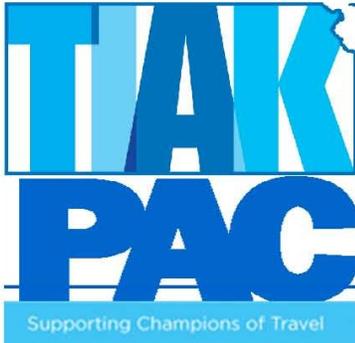


There’s a new addition to the Resources Section of the TIAK website: White Papers.

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!



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*

## A BILL THAT'S GOOD FOR TRAVELERS, THEIR WALLETS AND OUR ECONOMY (CONT.)

*(Continued from page 6)*

If this bill were enacted today, every flyer in the country would pay less in federal ticket taxes tomorrow. What's more, flyers would only pay an increased PFC when departing from an airport that's in need of substantial upgrades—and much of the increased fee would be offset by the ticket tax cut. Also, unlike today, all of it would be reinvested back into providing flyers a better experience the next time they travel.

This bill may not magically solve every issue with our current aviation system. But compared to how airports are funded today, it's simply brilliant.

Travel is an essential part of our daily lives and critical to our economy, generating \$2.1 trillion in domestic economic output and supporting 15 million American jobs. Safe, modern and efficient airports are vital to sustaining this growth by keeping travelers moving. ■

## US TRAVEL, HOTEL INDUSTRY JOINTLY URGE CONGRESSIONAL ACTION ON ZIKA

*From U.S. Travel*

On the heels of the lawmakers' third failed attempt to approve an emergency Zika funding package, the U.S. Travel Association and the American Hotel & Lodging Association (AH&LA) joined forces to urge immediate action on Zika money—or risk significant damage to the lives of citizens and the U.S. economy.

Over 120 hotels, state tourism offices and other travel organizations signed the joint letter, which was sent to all members of the House and Senate. In the letter, U.S. Travel and AH&LA highlighted the importance of securing new resources for combating Zika before existing funding dries up at the end of September, and warned of widespread economic ramifications for the U.S. if that is left undone.

Read more detail about the joint letter [here](#), and learn more about the Zika virus response on U.S. Travel's [Zika resource page](#). ■

Wellington Area Chamber of Commerce/CVB

Lowell Milken Center for Unsung Heroes

MIK, LLC dba Super 8



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

**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.*

**March 28-29, 2017**

Destination: Capitol Hill  
*Washington, D.C.*

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)



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