



**Travel Industry
Association of Kansas**

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

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TIAK TIMES

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ARTICLE

From Bridgette Jobe, TIAK President



As I was sitting down to write my article for the newsletter this month, my 2 ½ year old grandson, Jacob, was “helping” me. I asked him what I should write about and he suggested “dirt bikes . . . The really fast, blue ones.” Since my knowledge of fast, blue dirt bikes is pretty limited, I will try to focus on something a little less daunting, such as the upcoming Kansas Tourism Conference.

There are several ways you can participate in the fundraisers at conference this year. We will continue to have the annual auction and the table centerpiece auction during the final banquet. But new this year is the Local Products Pull Fundraiser. You are encouraged to bring a local product from your community . . . It could be food product, craft item, a local beer or wine, etc. You then will purchase a \$10 ticket, and each donated product will match a ticket number that was sold. So you will go home with a different item from another community. It will be fun, you never know what you might be taking home with you, and of course, it supports TIAK. There is more information about each of the fundraisers in this newsletter and also on the TIAK website.

I would also like to encourage you to think of a new sponsor that we could approach for this year’s conference. The tourism conference is a vital component in keeping TIAK financially stable and sponsorships make all the difference. Who do you know that should be represented to the tourism and hospitality industry? Please send me their contact information and we will reach out. All sponsorship information is also on the TIAK website. “Alone we can do so little, together we can do so much.” - Helen Keller

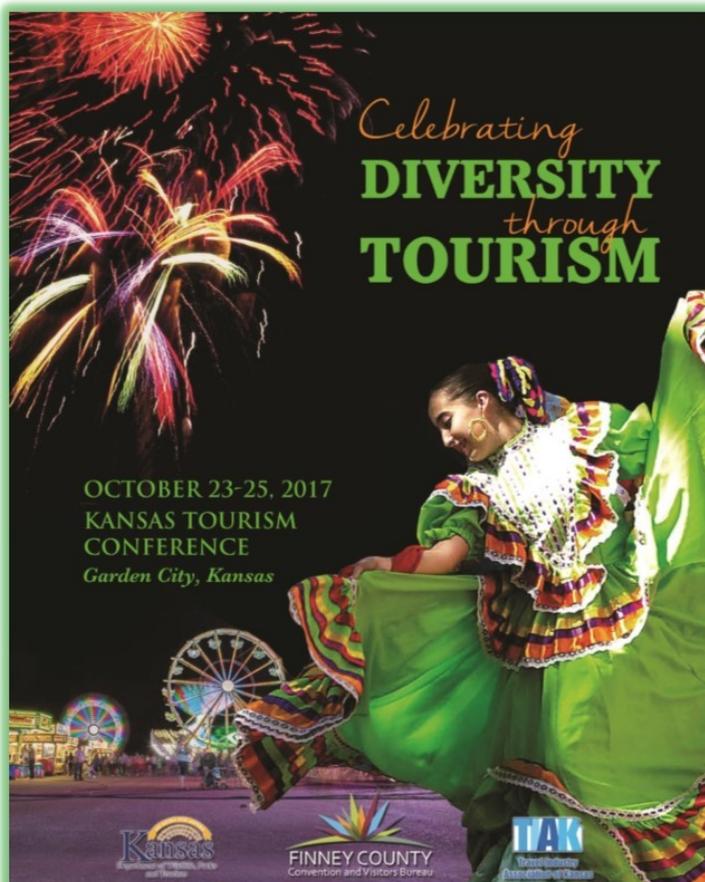
Enjoy your Labor Day weekend and I hope that all your hotel rooms are full.

By the way, I just read this to Jacob and he said he needed to go call Spiderman, so I am thinking he was not impressed. ■



2017 KANSAS TOURISM CONFERENCE

October 23-25, 2017 • Garden City, Kansas



LET THE CELEBRATION BEGIN!

Are you ready to party? Come and celebrate diversity through tourism at the 2017 Kansas Tourism Conference. This year's conference will spice things up with top-notch speakers and great **NETWORKING** opportunities! Be sure to take the "lead" and be a part of the Kansas tourism industry's most celebrated conference of the year.

Highlight and PROMOTE what you have to offer the tourism community!

Introduce a new product or REMIND everyone of your GREAT location, merchandise or service!

Last year, the Kansas Tourism Conference drew nearly 200 attendees from all areas of Kansas. Attendees varied from hoteliers, attractions, CVBs and dining and retail establishments.

COME AND HELP US CELEBRATE!

TIAK.ORG/EVENTS/KANSAS-TOURISM-CONFERENCE

785-233-9465



OFFICE@TIAK.ORG

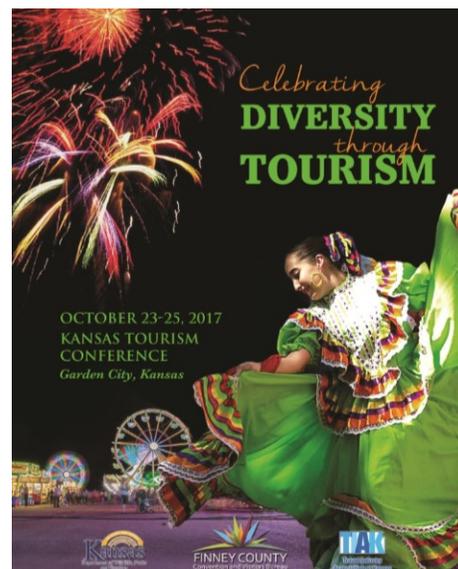
2017 KANSAS TOURISM CONFERENCE (CONT.)

Registration for the 2017 Kansas Tourism Conference is now open at <https://tiak.org/events/kansas-tourism-conference/>.

The Kansas Tourism Conference is a highlight each year with inspiring speakers and networking opportunities. This year's event takes place October 23-25 in Garden City, at the Clarion Inn Hotel & Conference Center.

The Kansas Tourism Conference event page has all of the information you need to plan your tourism celebration, including hotel reservation information, a dynamic agenda, auction item donation form, student scholarship donation information, sponsorship opportunities, a preview of our newest fundraiser, and so much more! And be sure to start thinking about your marketing award submission.

The celebration is less than 4 months away, so dance your way to the TIAK website and register today at <https://tiak.org/events/kansas-tourism-conference/>. ■



KANSAS DESTINATION SPECIALIST (KDS)



The Education Committee recently made a change to the Kansas Destination Specialist program to assist those who are working towards their designation. Renewals (required on even years) working towards the 25 points for the designation can now

visit an attraction (50+ miles from home) and turn in the narrative form for one (1) point toward the 25 required. There is no limit on how many attractions can be visited in a year but the visit must have been since the Sept. 19, 2016 deadline. Therefore, those working on receiving their designations can submit forms for attractions they have visited since last September 19th. The new information and the required form are on the [TIAK website](#).

The deadline for receiving your KDS at the 2017 conference is Sept. 22, 2017. Those working towards renewal have until the 2018 deadline to complete those requirements. Questions can be addressed to Sally Fuller, KDS Chair, at tourism@cityofliberal.org or 620-626-0170.



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 2017 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. Support a student by making a contribution through the Student Scholarship Fund available on the TIAK website at <https://tiak.org/payments/>.

Annual Silent Auction

Donate an auction item 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).

A \$50 gift certificate will be awarded to the "People's Choice" item.

Auction items are due October 6th. Fill out the electronic form at tiak.org/events/kansas-tourism-conference and mail your auction item to Finney County CVB, c/o Roxanne Morgan, 1513 E. Fulton Terrace, Garden City 67846.

For more information contact Stacy Barnes at tourism@greensburgks.org or Roxanne Morgan at rmorgan@finneycountycvb.com.



LOCAL PRODUCTS PULL & Everyone Wins!

Bring your local products to the Kansas Tourism Conference

BEER • WINE • FOOD PRODUCTS

Do you have a great local product? If so, bring it to the Tourism Conference October 23-25, 2017 to donate to our 1st annual Local Products Pull Fundraiser.

Purchase your tickets for \$10 each. Each donated product will match a ticket number sold. Everyone has a chance to win and the proceeds benefit the TIAK PAC!

Collect your local products to share at the Tourism Conference.

Contact Karen Hibbard with questions at karen@manhattan.org.



**Travel Industry
Association of Kansas**



2017 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 to be included in the People's Choice Contest.



taste

OF



Travel Industry Association of Kansas (TIAK)

Not sure if you should bite off
more than you can chew?

Any new member can join TIAK in 2017 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

AMUSEMENT RIDE REGULATIONS

The public hearing on the new permanent rules and regulations under the Kansas Amusement Ride Act has been set for 9:00am on Thursday, September 7, 2017.

For more information on the Kansas Amusement Ride Act Permit Program from the Kansas Department of Labor, click [here](#).

TOTAL SOLAR ECLIPSE

By Jacque Pregont, Atchison Chamber of Commerce



in Atchison on our ability to host events. So the planning began. The Benedictine College Astronomy Department would open their new Observatory and welcome visitors . . . with guest speakers supplied by the Vatican! The Amelia Earhart Airport would host an event . . . a party atmosphere! Mount Saint Scholastica Convent would use a spiritual retreat approach. Three entirely different activities to invite and welcome the public to our Total Eclipse viewing location.

Many in the community wondered what all the excitement and worry was about. Why would people come to Atchison for a two-minute event? But as Eclipse day drew closer, more and more calls came in to the Visitor's Information Center. People from Texas, Oklahoma, Arkansas, and California wanted to be in Atchison on August 21st. Our three hotels were full. We are building a new Holiday Inn Express and they tried, but were unable to be open in time. Locals began listing properties on Airbnb and they were snapped up instantly. Area farmers rented out camping spaces.

The excitement continued to grow. We ordered t-shirts, re-ordered t-shirts, added infant and youth sizes, and re-ordered more t-shirts. Businesses in town began designing their own shirts. Jerry's Again even

How do you prepare for a "once in a lifetime" event? We pride ourselves

ordered special "Eclipse" fragrance candles. Ever wonder what a Total Eclipse smells like? She added Eclipse cups that went dark when a cold liquid was added . . . Re-ordered both! Business ahead of the Total Solar Eclipse was booming!

Eclipse morning was cloudy . . . The radio forecast said a "chance" of rain. The people still came. Perhaps not as many as would have if the forecast was sunshine, but there were plenty of people. At about 11:30am, just in time for the partial eclipse to start, the heavens opened and it poured for a few minutes. Our view of the partial was sporadic, but the crowds screamed when the clouds parted! Even in the dreary rain, it was a festival atmosphere. The view of totality was brief and intermittent, but we did see totality, and the crowd responded with loud cheers. People gathered at nearby farms said they could hear the crowd noise. The skies cleared for some fantastic views of the partial as the moon let loose of its covering and daylight resumed. Personally, my favorite part was the 360 degree colorful sunset. It was stunning!

The impact on Atchison was significant. This was a group of tourists who were not afraid to spend money. Business was brisk for many. Restaurants opened on Sunday for our visitors and were rewarded with patrons. Many of our visitors were also interested in learning more about Atchison. Our museums were busy. Our historic trolley was full to capacity throughout the afternoon.

Suffice it to say our "once in a lifetime" event was a huge success! Tourism is alive and well in Atchison, Kan. We're busy preparing for our next event! ■



B.J. HARRIS CHANGES LOCATIONS

From [eXplore Lawrence](#)



eXplore Lawrence is pleased to announce the hire of **B.J. Harris** who is joining the team as a Sales Manager for Sports. In this role, Harris will promote and sell the city of Lawrence as a premier destination for sporting events beginning September 2.

Harris comes to eXplore Lawrence after serving the past six years as the Executive Director of the Crawford County Convention & Visitors Bureau in Pittsburg, Kan. While at the Crawford County CVB, Harris helped increase overall tourism revenue by more than twenty percent. He also helped develop a strong sports tourism market in Pittsburg. Some of his top accomplishments include helping with the development of the Robert W. Plaster Center, which has now been awarded several NCAA Division II and NJCAA Indoor Track Championships. Harris also led the bid process in attracting those championships. Additional top events include the NJCAA Football National Championship, coming to Pittsburg from 2018 to 2020, the 2018 NAIA Indoor Track & Field Championships, the 2014 & 2018 Kansas Shrine Bowl and many more statewide and regional championships.

In addition to a strong focus on sports tourism, Harris has also taken a leadership role in regional and statewide coalitions. He currently serves as the Vice President of the Travel Industry Association of Kansas (TIAK), a position he will continue when he joins eXplore Lawrence. Harris serves as the immediate Past President and founding member of SportsKS, an organization formed in 2015 with the goal of growing sports tourism in Kansas.

Before entering the tourism industry, Harris spent nearly a decade in radio, serving in a variety of positions, both on-air and in management. He has continued working as a sports broadcaster and has been a part of more than a thousand high school and college broadcasts, currently serving as the color analyst for the Pittsburg State Football broadcasts. He considers sports broadcasting the best hobby ever. ■

CRAWFORD COUNTY CVB SEEKS EXECUTIVE DIRECTOR



The Executive Director is responsible for preparing and implementing programs to accomplish the objectives of the Crawford County CVB, principally increasing the number of “heads in beds” in Crawford County.

For more information, visit the [TIAK website](#). Resumes will be accepted through Friday, September 8th and can be submitted to BBenson@pittsburgareachamber.com.

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. Be sure to check them out!

MACEY HENSLEY ON THE ROAD AGAIN

From [The Wichita Eagle](#)



Kansas' pint-size presidential expert is on another traveling assignment for talk show host Ellen DeGeneres.

The "Ellen" show sent Macey Hensley, 7, of Council Grove, on a [road trip in an RV](#) this summer and shared her most recent adventure

on social media. Her first trip was to Boston.

This time, Macey and her family, including Grandma Marsha, went to Nashville. Among their stops: former President Andrew Jackson's home and the historic Grand Ole Opry.

Macey has appeared on the popular TV show numerous times. She first wowed DeGeneres two years ago with her knowledge of U.S. presidents. Since then, she has met country stars Sierks Bentley and Kenny Chesney, former President George W. Bush and his wife, Laura, and former President Obama.

The popular TV show has sent her on taped field trips to the White House, Disney World, the Ronald Reagan Presidential Library, Mount Rushmore and even on a Carnival cruise.

Macey was also featured in an [ad campaign](#) last year from the Kansas Travel and Tourism. Macey visits the Dwight D. Eisenhower Presidential Library and Museum in Abilene, Exploration Place in Wichita and the state Capitol in Topeka. ■

VISIT TOPEKA SEEKS SALES MANAGER



The Sales Manager is responsible for promoting and selling Topeka as a preferred destination for conventions, meetings, sporting events, and tourism groups on behalf of Visit Topeka ("VT").

For a listing of the major duties, qualifications, and to apply for the position, click [here](#) or visit the Jobs and Internships section under "Resources" on the TIAK website.

**Ness County Historical
Society & Museum**



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

September 14, 2017

Executive Cmte Meeting
Hutchinson, KS

October 23, 2017

TIAK Board Meeting
Garden City, KS

October 23-25, 2017

Kansas Tourism Conference
Garden City, KS

November 9, 2017

Executive Cmte Meeting
Cottonwood Falls, KS

December 14, 2017

TIAK Board Meeting
Same city as KSAE

February 7, 2017

Destination Statehouse
State Capitol, Topeka, Kan.

February 8, 2017

TIAK Board Meeting
Topeka, Kan.

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