



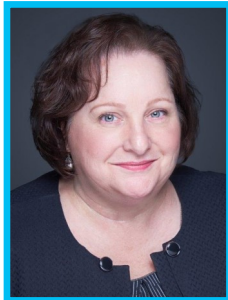
TIAK TIMES

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CELEBRATING DIVERSITY

From Bridgette Jobe, TIAK President



Thank you to everyone who played a part in making the 2017 Kansas Tourism Conference a success. To all of the conference attendees, I hope you enjoyed it as much as I did. I am still unpacking my notes from all of the speakers and devising ways to use the new knowledge I gained.

Finney County CVB, you knocked it out of the park! Way to go. Your hospitality is an example to each of us on how to welcome a convention to our community. Thank you for being our host.

You should have already received a follow-up survey to the conference. Please make sure you take a few minutes to send us your thoughts. Even though this conference was great, we know there are ways we can improve and your survey comments greatly influence decisions for next year's conference.

The other survey that you have received recently is seeking your input as TIAK develops the 2018 Legislative agenda. It is important for you to share what tourism issues are of concern or interest to your community so that the advocacy committee can begin building a list of issues to watch for next year. Your input in these surveys really does matter.

And for this month's quote, I leave you with a great line from the song "You'll Be in My Heart" by Phil Collins. "I know we are different, but deep inside us, we're not that different at all." You will just have to imagine me singing it.

Thanks again for a great Kansas Tourism Conference. ■



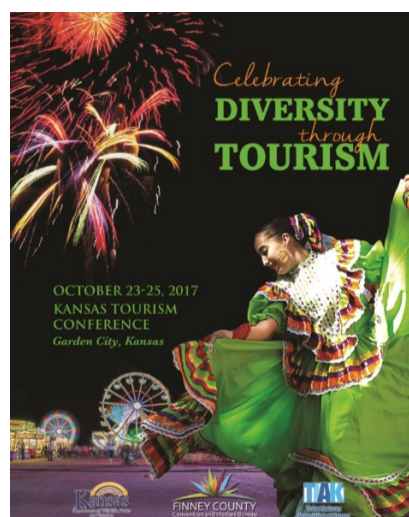
UPCOMING BOARD MEETING (See Page 14 for details) December 14 Topeka, Kan.

2017 KANSAS TOURISM CONFERENCE



**WE NEED
YOUR
FEEDBACK**

Please take a few minutes to complete [this survey](#) to help us evaluate this year's conference and plan for future Kansas Tourism Conferences.



THANK YOU !



Thank you Garden City! The 2017 Kansas Tourism Conference was very well-organized and captured everyone's attention. From the amazing events to the many incredible sessions, conference attendees were able to gather tourism tools and network with many of their colleagues. And a special thank you to our sponsors who are identified on the following pages. Without you, this conference would not have been possible!

2017 KANSAS TOURISM CONFERENCE (CONT.)



2017 KANSAS TOURISM CONFERENCE (CONT.)



2017
GARDEN CITY



DIVERSITY
CELEBRATION



Thank You CONFERENCE SPONSORS

Tourism



Ambassador



Transportation Agritourism



Visitor Friend Explorer



2017 Kansas Tourism Conference

Garden City, KS

SCHOLARSHIP RECIPIENT CAITLYN FOWLER



From the moment I started working for the El Dorado CVB, I was hooked on this idea that I could actually make a career out of being my hometown's cheerleader. I have had the privilege of being a part of some incredible events (Drums Across Kansas, Kansas Shrine Bowl, etc.) and

meeting some extraordinary people. Marketing in the tourism industry has never been discussed as a career option during my years in college and I am glad that light has been shed on this path.

I remember when I first heard about the Student Scholarship for the conference back in March from a connection I made through LinkedIn. I immediately got on TIAK's website but was quickly disappointed that I couldn't find the information. I wanted to apply for this so bad that I contacted Bridgette Jobe by phone to learn more about how this conference could help build relationships for me in the years to come in this industry. I was sold on the fact that I was applying for this scholarship and was determined to let everyone know how excited I was. So much so that Janet Kuhn was probably glad to not receive any more emails from me once she gave me the results!

The first day of the Conference, I was quite nervous to be honest. I was not sure what to expect at all when I arrived, but needless to say, everyone was so welcoming and could not have been nicer. I was grateful to be surrounded by people who share the same passion and love of their towns as I do. I already had so many ideas to take home just by walking around downtown Garden City. Also, I must mention how hospitable all the businesses were as we walked around for our scavenger hunt. I was pleasantly surprised to see how developed Garden City is, and that is exactly what is incredible about Kansas. Although people perceive our state to

be flat & full of farms, that is not all it is. These towns are growing and filling with small businesses that draw younger crowds. There is so much more to Kansas than people realize, and I am proud to be in an organization that helps open people's eyes to what Kansas can truly be.

Looking at the round table discussions, I must say this was extremely helpful to me in gaining a better understanding of how to strategize a social media plan for my hometown CVB. Recently, we have just been posting pictures on our own without discussing what the idea behind each post will be. Although our idea is to post about all the city events, I think we could still improve on scheduling posts and making sure all our original pictures fall under the same theme.

I had a great conversation with DeAngela McDougald of Visit Manhattan, Cynthia Wentworth of Visit Wichita and Victoria Purvis of eXplore Lawrence about how to better strategize blogs and Facebook posts. I was so inspired by these women who have incredible knowledge on this subject. They opened my eyes to new ways to engage people on all social media platforms. Thank you to these women for the great advice that will help shape my marketing career in social media.

Someone who inspired me during this whole experience was Darienne Mobley, our speaker for the Leadership general session and first leadership breakout ses-



(Continued on page 14)

2017 TIAK MARKETING AWARDS

Congratulations to our 2017 Marketing Award winners! TIAK Marketing Awards focus on overall marketing initiatives and recognize state-level winners only.

People's Choice: *Emporia Convention & Visitors Bureau* was honored for its Meeting Planner Survival Kit integrated campaign, containing a Meeting Planner Guide, Must See Brochure, Visitor Guide and promotional items useful to the recipient when determining future meeting and convention locations.



Visitor Guide (designed in-house): *Visit Wichita* won for its 2017 Official Wichita Visitors Guide, providing multiple ways for visitors to find what they're looking for. *Hays Convention & Visitors Bureau* received second place with their Visitors Guide and Map, and Honorable Mention went to *Visit Topeka* for their Visitor Guide.



Visitor Guide (outsourced): *eXplore Lawrence* was awarded for its Unmistakably Lawrence Visitor Guide, which incorporated storytelling with their brand. *Emporia Convention & Visitors Bureau* received second place with their 2017 Visitor Guide, and *Kansas City Kansas Convention & Visitors Bureau* received Honorable Mention for their 2017 Visitor Guide.



Online Marketing: *Kansas City Kansas Convention & Visitors Bureau* was recognized for its redesigned website, branding them as the official source for visitor information. *Crawford County Convention & Visitors Bureau* received second place for its social media campaign, and *Emporia Convention & Visitors Bureau* received Honorable Mention for its Social website.



Integrated Campaign: *Visit Wichita* was honored for its promotion of the "Make the Most of Every Moment" campaign, emotionally connecting with potential visitors. *Kansas City Kansas Convention & Visitors Bureau* received second place for their 2017 Leisure Campaign, and *Emporia Convention & Visitors Bureau* received Honorable Mention for its Meeting Planner Survival Kit.



Print Marketing: *Emporia Convention & Visitors Bureau* won for its print ads promoting Emporia's Commercial Street and reflecting exciting events and opportunities. *Emporia Convention & Visitors Bureau* also received second place for their billboards utilizing call to action phrases, and *Kansas City Kansas Convention & Visitors Bureau* received Honorable Mention for their print ads.



Community Awareness: *Marysville Convention & Tourism* was honored for its celebration of Marysville's mascot, the black squirrel. *eXplore Lawrence* received second place for its new parking meter instructions, and *Olathe Convention & Visitors Bureau* received Honorable Mention for its Unmistakably Garmin Marathon.



Thank you to our Marketing Awards sponsor, Hasty Awards, for the beautiful awards and supporting the marketing initiatives in Kansas. Thank you, also, to all of our participants for sharing their creativity, and to all of our judges who diligently reviewed each entry, sharing their time and talent: Dan Lindquist, Emily Crawford, Kevin Fullerton, and Katie Olsen. ■



FROM A JUDGE'S PERSPECTIVE

By Katie Olsen, A.Q. Miller School of Journalism & Mass Communications, Kansas State University



The Kansas tourism industry is vital for so many reasons—to not only persuade fellow Kansans to travel outside of their communities, but to also convince people across the country to visit Kansas through rewarding and informational marketing pieces. As a native Kansan, it was a unique and special experience to serve as a judge for all the marketing entries from TIAK members across the state, and I am grateful that the annual TIAK Marketing Awards gives us a chance to recognize those communities that have put forth extraordinary effort representing their areas with creative strategy and stellar design. As a former industry professional who now teaches advertising at Kansas State University, this opportunity also gave me a chance to apply what I teach and use industry principles and strategy concepts to examine what towns and cities around the state are doing to promote tourism in their area.

Together, Emily Crawford, Kevin Fullerton, Dan Lindquist and myself, have almost 100 years of industry experience, and we bring four unique perspectives to the table. We were all sent the entries a few weeks prior to meeting in person. We spent hours combing through the websites, the flyers, the social media pages—everything and every detail, so that we felt comfortable suggesting the top three in each category. Whether it was Community Awareness, Integrated Campaign, Online Media or Print, each submission was thoughtful and allowed us to learn so much about towns across Kansas. It also provided us the special opportunity to give our feedback and comments on each submission, which we all believe is such an important part of the process. Regardless of the

results in the Marketing Awards, we want to offer our industry experience in the form of constructive feedback to each of the chambers.

After each of us reviewed every entry, we had the opportunity to meet for a day at the Merriam Chamber of Commerce. It further enhanced the experience to exchange thoughts and comments with the TIAK team and each other in person. We reviewed the top 3-5 entries in each category, and then we went through those entries together in person to discuss and ensure complete agreement on the placements. We reviewed all of the Visitors Guides in-person, which was very enjoyable. We read through these and shared our opinions, relating each of the guides to each of our industry-assessment views and projects we've worked on or studied. Because of this judging experience, I feel enlightened to the tourism marketing efforts across the state, and I will, in turn, promote traveling to Kansas to anyone I meet. ■



KDWPT AWARDS

The Kansas Department of Wildlife, Parks and Tourism (KDWPT) also presented the following awards:

Governor's Tourism Award

Established in 1983 to recognize outstanding contributions by individuals or organizations to the Tourism Industry, the Governor's Award encourages others to strive for excellence. The award demonstrates cooperation, sustainability, quality and accountability. This year's award recipient epitomized the spirit of the award. 2017 marked the 150th anniversary of the Chisholm Trail. As a result, the communities of Caldwell, Wellington, Clearwater, Delano, Wichita, Newton, Durham, Abilene and Ellsworth actively collaborated with the states of Oklahoma and Texas to form the Chisholm Trail Sesquicentennial Committee. Their efforts, combined with individuals throughout their community, celebrated the legacy of the trail and paid homage to the American Cowboy. These dedicated individuals worked together to host a series of events, including cattle drives, re-enactments, educational programs, rodeos and a host of other celebrations. Additionally, the group has petitioned the U.S. Department of Interior to recognize the trail as a National Historic Trail.

Kansas Tourism Partnership Award

The Lindsborg and Kansas City, Kan. Convention & Visitor Bureaus were both honored for their hard work and creative ideas to help produce Kansas Tourism's first InstaMeets. They both went above and beyond expectations that brought together people from across Kansas to share, explore and celebrate their communities by using the hashtag #NoPlaceLikeKS. The award recognizes the importance of collaboration in the successful development of tourism in Kansas.

Kansas' Finest Award

Patsy Terrell (In Memoriam), Hutchinson, member of the House of Representatives, and freelance writer; Jim Hoy, Emporia, historian and cowboy poet; Mickey Shannon, Wichita, photographer and Kansas explorer; and Jim Owens, Topeka, volunteer and teaching assistant at Washburn University. The Kansas' Finest award recognizes and honors advocates who promote the state's attributes and maintain an abiding love for the sunflower state, exhibiting passion, perseverance, and pride in promoting destinations with statewide significance and national or international relevance. ■

#KTC17



Contribute to the
Kansas Tourism
Conference online
photo gallery.

Share your
conference photos
on Instagram &
Twitter using
#KTC17.

"These awards highlight the vital role of dedicated individuals and organizations in growing the tourism industry in Kansas. Through their partnership, Kansas tourism will continue to be a significant part of the state's economy."

—Linda Craghead, KDWPT Assistant Secretary for Parks and Tourism

Thank you to Roxanne Morgan and Stacy Barnes for their tireless efforts in coordinating this year's auction items. Thank you, as well, to all members who participated in, and donated to, the Auction and the Local Product Pull!

KANSAS DESTINATION SPECIALIST

Congratulations to these hard-working and dedicated tourism professionals for earning their Kansas Destination Specialist (KDS) designation this year. They were asked what they like best about Kansas Tourism:



- **Mona Carver, KS Dept. of Wildlife, Parks & Tourism**

“Kansas tourism has given me a greater appreciation of how beautiful and diverse our state really is. I am blessed with the wonderful opportunity to share our Kansas story with the traveler face-to-face. Just seeing the traveler’s excitement is all the thanks I need.”



- **Helen Norman Dobbs, Cheyenne County**

“The enthusiastic people in the industry and the opportunity to tell the story of Kansas”



- **Susie Haver, Cloud County Tourism**

“As Kansas Explorer #27, I am delighted to encourage exploring Kansas and seeing Kansas with new eyes. It’s a joy to promote Kansas.”



- **Caitlin Matile, Finney County Convention & Visitors Bureau**

“My favorite part of the job is all the traveling I get to do to promote Southwest Kansas and bringing visitors to our community.”



- **Brett Oetting, Visit Topeka**

“I am most honored to be marketing a city and state that has been a leader in freedom and equality for the country from before we became a state all the way through to the present.”



- **Donna Price, Sherman County Convention & Visitors Bureau**

“The thing I like best is the diversity of our state and the people both in and out of the industry. We have so many things in all of our communities, large and small, that people have a thirst for. Our visitors are usually relaxed and love learning about Kansas. It’s fun to talk to them and seeing the love they are developing for our state. Some of my best friends are in the industry.

(Continued on page 11)

KANSAS DESTINATION SPECIALIST (CONT.)

We help each other and recognize that to do the best for our communities, state and ourselves, we have to work together. It's unique, most industries don't have the same type of camaraderie that we are able to enjoy. I appreciate that if I have a question or need help solving a problem, I can pick up the phone and there is always someone that will give me great advice."



- **Julie Roller, Abilene Convention & Visitors Bureau**

"My favorite part of Kansas Tourism is the difference it makes in our communities. Without tourism, many of our favorite businesses wouldn't exist."



- **Michaela Saunders, Visit Topeka**

"I love my job because I can see the difference it makes in my community every day. Topeka is my son's hometown and I want him to always be proud of it."



- **Sue Stringer, KS Dept. of Wildlife, Parks & Tourism**

"Getting visitors off the 'beaten path' and then hearing what a great time they, including native Kansans, had experiencing something they never knew they would find in my home state."



- **Roxie Yonkey, Sherman County Convention & Visitors Bureau**

"I get to hang out with my friends while we tell people about our fun, beautiful and fascinating state."



- **Jim Zaleski, Labette County Convention & Visitors Bureau**

"Potential. Tourism in Kansas has awesome potential and we are only scratching the surface of what we could be as an industry. Inwardly, the people in tourism are like family and have become some of my closest friends."

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, 59 people from the Kansas hospitality industry have earned this recognition. 2018 is the next renewal year for all current KDS. ■



UPCOMING ONLINE COURSES

Check out all of our upcoming webinars [HERE](#).

Note: It is not necessary to enroll in all courses. You may choose only the courses that would best benefit you.



RECENTLY RECORDED COURSES

Kansas Tourism partners, sign up and with username and password [HERE](#).

View the Recorded Webinars [HERE](#).

TIAK EDUCATIONAL RESOURCES

The TIAK Education Committee is charged with offering the TIAK membership educational opportunities and resources throughout the year beyond the Annual Tourism Conference. The Committee has four focus areas, including:

- Webinars/mini-educational seminars;
- Kansas Destination Specialist certification program, which is the official certification program sponsored by TIAK and earned through education credits;
- Speakers bureau, which is a resource for members looking for speakers on specific topics; and
- Higher education, which connects various hospitality programs at area colleges/universities to the membership for continuing education and/or internships.

Your Education Committee Co-Chairs, Karen Hibbard and Brett Oetting, have worked hard to ensure ample educational opportunities for the TIAK membership. To see a listing of the educational opportunities available, see the box below or visit this new section of the TIAK website under “Resources” by clicking [here](#). ■



- ✕ Texas Travel Industry Association – multiple offerings of education available <http://www.ttia.org/>
- ✕ November 5-8 – Certified Destination Management Executive (CDME) <https://destinationsinternational.org/cdme>
- ✕ November 6 – Destinations International PDM Fundamentals <https://destinationsinternational.org/pdm-certificate>
- ✕ November 7-8 – Destinations International Sales Academy 1 & 2
- ✕ Sales Academy 2-November 7: <https://destinationsinternational.org/Node/716>
- ✕ Sales Academy 1-November 8: <https://destinationsinternational.org/Node/715>
- ✕ December 13 – Destinations International Convention Sales and Services Summit <https://destinationsinternational.org/summits>
- ✕ January 17 – TIAK Webinar – Social Media – Nothing like just scheduling something to get you to complete it!
- ✕ April 13 – TIAK Marketing Class – Salina
- ✕ July 11 – TIAK – Webinar – Digital Analytics
- ✕ 2018 Date TBD – Southeast Tourism Society Marketing College (3 year certification program) <https://southeasttourism.org/meetings/marketing-college>

SAVE THE DATES

DESTINATION STATEHOUSE

Save the Date



Travel Industry
Association of Kansas

February 7, 2018



DESTINATION
CAPITOL HILL

March 21-22, 2018
Washington, D.C.

Destination Capitol Hill is a one-of-a-kind opportunity for you to learn about upcoming legislation that impacts travel, network with industry colleagues and meet with Members of Congress to stress the importance of travel as an economic driver.

Join us—and hundreds of your colleagues from around the country March 21-22, 2018. U.S. Travel will provide you with everything needed to go into your meetings with confidence. We'll host educational webinars prior to the event, coordinate your meetings and provide a personalized schedule.

DCH 2018 registration opens in December. ■

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!

SCHOLARSHIP RECIPIENT (CONT.)

(Continued from page 6)



sion on Wednesday. She made a point that she hoped that everyone would take away one thing from her speech and that one thing was up to us to figure out. That one thing for me was to “Be Intentional.” Everyone wakes up each morning either in a good or bad mood but it is up to you to figure out how you will attack the day from there. Of course it would be easiest to get out of bed and blame the world for all your stress and troubles, but what good will that do for you and everyone around you? The better solution is to remind yourself of all the reasons to be grateful for your life. This will change your outlook on your bad day and will allow you to stay present in the workplace and your personal life. Hopefully taking this attitude will cause you to be infectious with positivity in order to affect everyone you

come in contact with. What I loved most about these leadership discussions is that everyone has a different take on what the word actually means.

To close, I just want to thank the committee first off for honoring me as the Student Scholarship Recipient. I also want to thank every single one of you for being so welcoming not only to me, but to all the first timers in attendance. If this shows me anything, it shows me that each of your communities must be incredibly welcoming to anyone that passes through. I can only hope to be as inspiring to someone else as you all have inspired me. ■

LOCAL ELECTIONS NOVEMBER 7, 2017

Get out the vote on Tuesday, November 7, for your local elections!

LEGISLATIVE SURVEY

The 2018 Legislative Session begins on January 8, 2018 and the TIAK Board is seeking member input on issues you would like TIAK to consider taking to the Kansas Statehouse next year.

Please click on this link to share your thoughts with the Board: <https://www.surveymonkey.com/r/TIAK2018LegislativeSurvey>.

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

November 7, 2017

Election Day

November 9, 2017

[Executive Cmte Meeting](#)

Cottonwood Falls, Kan.

December 14, 2017

[TIAK Board Meeting](#)

Topeka, Kan.

January 8, 2018

Legislative Session begins

Topeka, Kan.

February 7, 2018

Destination Statehouse

State Capitol, Topeka, Kan.

February 8, 2018

TIAK Board Meeting

Topeka, Kan.

March 21-22, 2018

Destination: Capitol Hill

Washington, D.C.

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