



**Travel Industry  
Association of Kansas**

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

December 2017

Volume 12, Issue 12

# TIAK TALK

**INSIDE THIS ISSUE:**

**TIAK 2018  
Board Updates**

**Upcoming Travel  
Calendar**

**Hospitality Hub**

**Educational Tour**

**2018 Destination  
Statehouse**

**New Bike Service  
Points**

**Sexual Harassment  
Exposure in the Travel  
Industry**

**Ambassador  
Nomination Returned  
to Trump**

**Jordan Leaves  
Commerce**

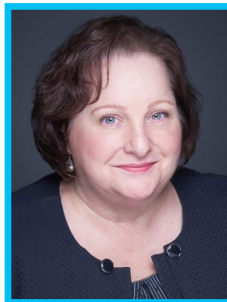
**Economic Impact Tool**

**Save the Date**

**Calendar of Events**

## UPDATES FROM YOUR TOURISM GUIDE

*From Bridgette Jobe, TIAK President*



*“And sometimes you meet yourself back where you started, but stronger.” —Yrsa Daley-Ward*

Wow, 2017 just flew by. Here we are wrapping up another year, and hopefully, we are all stronger and better than we were last year at this time. Everything I set out to do was not completely accomplished, but I do believe our tourism voice is louder than it has ever been.

Thank you to everyone who made TIAK successful in 2017. To all the committee chairs, thank you for keeping your committee members focused on your tasks and keeping the membership updated. To all the board members, thank you for attending meetings and being actively engaged in the topic at hand. And to Natalie and Marlee, thank you for keeping us organized and for representing the TIAK mission and initiatives to our legislators. Above all, I think you for letting me serve the TIAK membership as your president. It truly has been my pleasure to work with each of you.

I look forward to 2018 and to Jan Stevens leading the charge for TIAK. The incoming TIAK executive committee is full of passion and knowledge of the tourism industry and I know will bring new initiatives and growth to our organization.

So as my final quote to you . . . *“I hope that in this year to come, you make mistakes. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You’re doing things you’ve never done before, and more importantly, you’re Doing Something.*

*So that’s my wish for you, and all of us, and my wish for myself. Make New Mistakes. Make glorious, amazing mistakes. Make mistakes nobody’s ever made before. Don’t freeze, don’t stop, don’t worry that it isn’t good enough, or it isn’t perfect, whatever it is: art, or love, or work or family or life. Whatever it is you’re scared of doing. Do it.*

*Make your mistakes, next year and forever.” —Neil Gaiman ■*

## TIAK 2018 BOARD UPDATES



2018 Executive Committee from left to right: Bridgette Jobe, Stacy Barnes, Kelly Peetoom, Susan Rathke, Jim Zaleski (Jan Stevens pictured below left)



Welcome to our new Executive Committee, and a big thank you to our outgoing TIAK President, Bridgette Jobe. We look forward to continuing to work with her as she takes on her new role as Past President during 2018. We are also grateful for the service and dedication of all of our Board Members. We

look forward to partnering with this great team in 2018 to speak as one voice for the travel industry in Kansas. ■

### TIAK COMMITTEE CHAIRS

#### ADVOCACY

*Jim Zaleski*

#### CONFERENCE

*Michele Stimatz*

#### EDUCATION

*Karen Hibbard*

*Sally Fuller (KDS)*

#### MARKETING

*Holly Lofton*

#### MEMBERSHIP

*Julie Saddler*

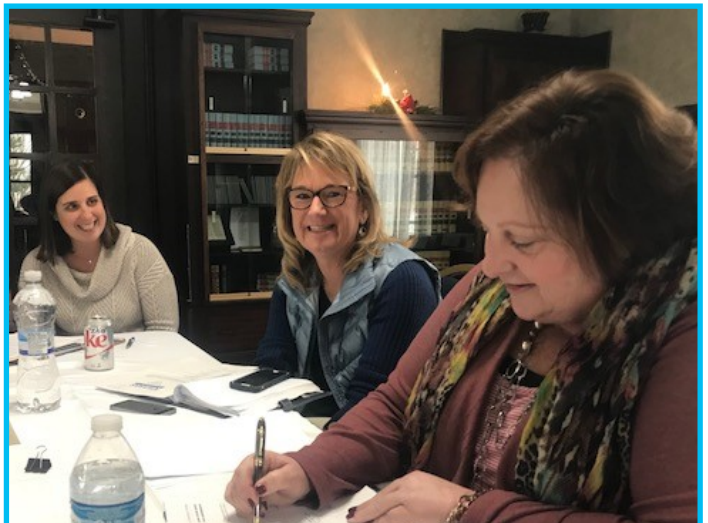
#### FINANCE

*TBD*

#### GOVERNANCE

*Sally Fuller*

**The TIAK Board was able to celebrate the birthday of Linda Craghead, KDWPT Assistant Secretary, at the December Board Meeting. Happy Birthday, Linda, and thank you to KDWPT for being a great tourism partner!**



## UPCOMING TRAVEL CALENDAR

### January 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	<u>8</u>	9	10	<u>11</u>	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	<u>29</u>	30	31			

Click on the highlighted calendar dates for more information.

#### January 8

Legislative Session Begins  
Topeka, Kan.

#### January 11

TIAK Executive Committee Mtng  
Topeka, Kan.

#### January 29

Kansas Day

#### Every Thursday

e-Learning Webinars  
(see Pg. 4 for more details)

For a complete listing of 2018 TIAK meetings, visit the [TIAK website](#).

## HOSPITALITY HUB



2018 TIAK membership invoices were sent out in mid-December. If you prefer to pay by credit card, you may do so through the [TIAK website](#). Just choose the option noting that you are renewing your membership.

WELCOME  
to TIAK



Dodge City Area Chamber of Commerce is seeking a Marketing/Membership Director. For a detailed description of the position, visit the [Dodge City job posting](#). To apply, submit a cover letter and resume to [info@dodgechamber.com](mailto:info@dodgechamber.com).

To review the complete list of job postings available, visit the [TIAK website](#).





Educate yourself in 2018 compliments of the Kansas Tourism Division. Kansas Tourism partners, sign up with a username and password [HERE](#). Access recorded programs at anytime or view live webinars each Thursday.

## UPCOMING ONLINE COURSES

### JANUARY 2018 SCHEDULE

**Winning with Google:  
Simple Search Engine Mastery for Everyone**  
*Thursday, January 4*

**Google Insider Tips for AdWords + Online  
Advertising to Make You Rethink Your Digital  
Strategy**  
*Thursday, January 11*

**LinkedIn for Tourism**  
*Thursday, January 18*

**Facebook 2018: Are Your Efforts Causing  
More Harm than Good?**  
*Thursday, January 25*

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



## RECORDED COURSES

Kansas Tourism partners, sign up with username and password [HERE](#). Then view the recorded webinars [HERE](#).

## EDUCATIONAL TOUR

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.

To see a listing of the current educational opportunities available, see the box below or visit the Educational section of the TIAK website under "Resources" by clicking [here](#). ■



✕ Texas Travel Industry Association – multiple offerings of education

✕ 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>

## 2018 DESTINATION STATEHOUSE

Destination Statehouse is just around the corner! You won't want to miss out on this year's exciting event, which continues to be THE premier event the legislators always look forward to.



### Dillon House

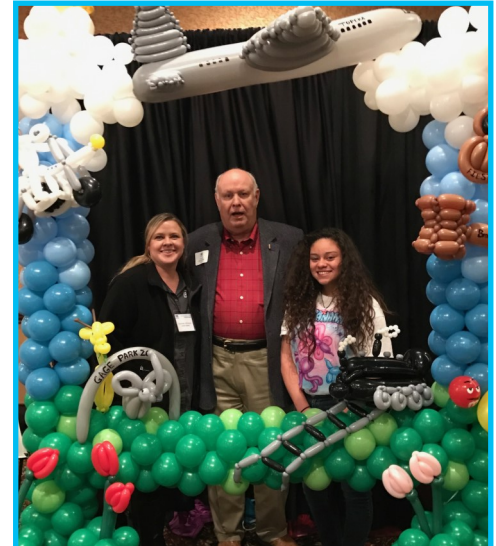
Plan to join your legislators for a buffalo lunch in this historical treasure right across the street from the Statehouse.



#### AGENDA PREVIEW

- 9:30 a.m.** Check-in & Networking (Dillon House, 404 SW 9th Street, across from Statehouse)
- 10:00 a.m.** Welcome to Tourism Professionals
- 10:30 a.m.** Statehouse Briefing by TIAK Staff
- 11:00 a.m.** Observe Kansas House in Session (House Gallery, 4th Floor, West Wing) or Office Visits with Elected Officials
- Noon** Buffalo Lunch with your Kansas Legislator (Dillon House)
- 1:30 p.m.** Continue Office Visits or attend Committee Meeting
- 2:00 p.m.** Popcorn Break at the Statehouse for Kansas Legislators (3<sup>rd</sup> Floor, South Wing)
- 2:30 p.m.** Observe Senate in Session (Senate Gallery, 4<sup>th</sup> Floor, East Wing)
- 3:00 p.m.** Statehouse Tour (Meet at the Kansas Visitor Center at the Statehouse entrance)
- 5:00 p.m.** TIAK Legislative Reception  
Set-up available at 2:30pm (Ramada Convention Center, 420 SE 6<sup>th</sup> Street); Questions? Contact Jim Zaleski, coordinator ([jzaleski@parsonsk.com](mailto:jzaleski@parsonsk.com))

Don't miss out on all of the fun and excitement TIAK members bring to Topeka every February! For more information, visit the event page at the [TIAK website](#). To register, or to sponsor, just click on the "Register Now" button and add your name to the growing list of attendees and sponsors. ■





## 2018 DESTINATION STATEHOUSE (CONT.)

### ATTENDEE LEVELS

#### Destination Statehouse Attendee Level (\$35)    Legislative Reception Attendee Level (\$50)

Participation in day events

Admittance to evening legislative reception



### SPONSORSHIP LEVELS

#### Event Sponsor (\$600)

- Two admissions to the day events
- Admittance for up to 5 attendees at evening event
- Recognition in the TIAK Times newsletter
- Logo placement on various event materials, including materials provided to elected officials
- Logo on signage at the evening event and on all event promo materials
- Community banner displayed at evening event

#### Destination Statehouse Sponsor (\$300)

- Two admissions to the day events
- Recognition in the TIAK Times newsletter
- Logo placement on various event materials, including materials provided to elected officials

#### Legislative Evening Sponsor (\$400)

- Admittance for up to 5 attendees at evening event
- Recognition in the TIAK Times newsletter
- Recognition of sponsorship in invitation to elected officials
- Logo on signage on evening event promo materials
- Community banner displayed during evening event

Please consider sponsoring this important event. For more information on sponsorship levels, contact Marlee Carpenter at [office@tiak.org](mailto:office@tiak.org).

## NEW BIKE SERVICE POINTS TO ASSIST CYCLISTS ON KS TRAILS

From [AAA Kansas](#)

AAA Kansas, in association with the Kansas Department of Wildlife, Parks & Tourism (KDWPT) partnered to introduce a Bike Service Points program that will provide bike repair stations and AAA bicycle roadside service assistance at designated locations for cyclists who experience breakdowns or equipment problems during their rides.

All Bike Service Point locations will include signage that provides a toll-free phone number and location identifier. Cyclists needing assistance simply call the phone number, which goes to AAA Roadside Assistance dispatch, and provide the location identifier. Using the predetermined GPS location of the service point, the dispatcher will then send a AAA roadside service technician, who can transport the broken-down bicycle and cyclist back home or to a bike repair shop. All of the Bike Service Points will be accessible via a normally traveled road or street, allowing AAA service trucks to easily reach them.

“AAA Kansas is excited to partner with KDWPT to introduce this important service to benefit cyclists in Kansas,” said [Jennifer Haugh](#), Manager of Public and Government Affairs for AAA Kansas. “Our first Bike Service

Point in Topeka includes a permanently installed bike work station with tools, a rack for hanging a bike while working on it, and an air pump to inflate bike tires. The new Kansas Bike Service Points will give bicyclists in our state peace of mind that if they have mechanical issues or breakdowns, repair resources will be available or AAA roadside assistance will be just a call away.”

“We are proud to be the first state to partner with AAA to provide support for bicyclists while riding on our Kansas trails,” said [Linda Craghead](#), Assistant Secretary, Kansas Department of Wildlife, Parks & Tourism. “This partnership with AAA Kansas benefits riders by providing service assistance at Kaw River State Park and the Prairie Spirit Trail should they need it. We are excited to have this asset available to riders, giving them reassurance that help is available on the trails if they have a mechanical issue. We hope this is another reason riders will be encouraged to get on their bikes and enjoy our many trails and the benefits they provide. And our thanks to AAA Kansas for this first new work station, it is a wonderful gift to the cyclists in Kaw River State Park. We look forward to continuing and growing this partnership.”

Click on the photo to view the video announcement. ■

[Jennifer Haugh, AAA Kansas \(red shirt\) introduces Kansas Bike Service Points program with Linda Craghead, KDWPT \(holding sign\). Click on the photo to view the video announcement.](#)





## EXPERTS WARN OF TRAVEL INDUSTRY'S SEXUAL HARASSMENT EXPOSURE

From *Travel Weekly*

The recent barrage of high-profile sexual harassment allegations emerging in industries ranging from film to politics to media serves as an opportunity for travel companies, too, to reflect on where they stand on the issue and to assess whether they are doing enough, not least because of the unique nature of the travel business.

panies often have employees and independent contractors representing them in far-flung destinations where they are interacting with guests face-to-face, exposes them to two levels of risk when it comes to sexual harassment allegations: people from within the company making claims against other employees and guests making claims against the company.

to tell them what our policies are.”

He added that when it comes to Contiki employees having intimate or sexual relations with guests, “that’s a no-go. If we find out that our staff has been involved in any sexual activity or has even just gone over the line a little bit, that’s grounds for dismissal. We don’t have a tolerance policy toward that.”

Paul Wiseman, the former president of Trafalgar who now serves as president of his own corporate training company, Partner Learning Solutions, said that when he takes on new clients, many of which are travel companies, sexual harassment complaints or cases can arise as one of the issues a company is grappling with or wants to be sure to avoid. While Wiseman doesn’t offer sexual harassment training himself, his advice to clients on this issue is clear.

“My recommendation to the company is going to be non-negotiable. They absolutely must have compulsory sexual harassment training in their organization. I do not think that is in any way, shape or form optional for any size company,” Wiseman said.

But Ment said that for companies that truly want to avoid having to deal with the legal, financial and image ramifications that result



Jeff Ment, a travel lawyer and partner with Connecticut-based Silver Golub & Teitell, said, “The problem that we have in travel is that, for better or worse, there’s often a sexiness about travel, there’s a glamour to travel. It’s alluring. It’s a fine line, but we need to be ever so mindful that there is a line and that employees have to remain on the right side of the line.”

Ment, who provides legal advice to travel companies on myriad issues, said the fact that travel com-

Casper Urhammer, global CEO of Contiki, a tour operator that caters to the 18-to-35 market, acknowledged there is a line between what guests do and want to make of their vacation experiences and what is acceptable behavior for the numerous tour guides and employees who represent the Contiki brand around the world.

“The thing is, we’re not babysitters,” Urhammer said. “We’re not that type of company that tells [customers] what to do. Our job is

(Continued on page 9)



## EXPERTS WARN OF TRAVEL INDUSTRY'S SEXUAL HARASSMENT EXPOSURE (CONT.)

(Continued from page 8)

from sexual harassment allegations, simply having or strictly enforcing sexual harassment policies isn't enough anymore. The entire conversation and corporate culture around sexual harassment need to evolve.

"This is a time for a shake-up," Ment said. "It's not enough to simply say, 'Sexual harassment is not tolerated at this company.' It's not enough, because you need to describe what can be viewed by others as harassment, [through] the lens of the guest or the passenger. ... Everyone is under the microscope now, and so we have to adapt to that, because these issues are real. They can't be swept under the rug. They have to be dealt with head-on."

Rather than just lecturing employees about what constitutes sexual harassment and the consequences it can have, he said, companies should be involving their employees in group-dynamics training and getting them to really think about what is appropriate and why, and ultimately finding new ways to connect with them so the issue hits home.

It's a problem that has and will continue to touch the travel industry, just as it has other industries, Ment said. Earlier this year, the U.S. Equal Employment Opportunity Commission (EEOC) filed charges against three Hawaiian tourism companies under the same management that allegedly failed to take action when employees complained about sexual harassment by their president.

According to an EEOC statement about the suit, the harassment dated back to 2006 and involved four male claimants who all said they were subjected to unwanted sexual comments and advances.

"It's stuff that companies can't afford to have happen to them in the court of public opinion," Ment said. "I think that that's more damaging than money in some instances, because the blogging and the social media ... can destroy the image of a company."

In an industry that is always training and preparing for the next crisis, he said, sexual harassment should be viewed as a potential major crisis.

"We train for bus crashes," he said. "We train for untimely deaths on tours. We need to train for this, too, because it's as likely ... as the things that we already train for but hope to never have happen to us." ■

From [KCUR](#)

### **Kansas Legislature Addresses Sexual Harassment Policy Update**

Kansas legislative leaders have directed their staff to work with the Kansas City-based Women's Foundation to update the Legislature's sexual harassment policy.

The move comes amid recent allegations by several former legislative staffers, lobbyists and campaign workers complained about the prevalence of harassment at the Statehouse.

The Legislative Coordinating Council (LCC), a bipartisan committee that includes House and Senate leaders, authorized a review of the Legislature's 23-year old harassment policy so that it can act on recommendations for updating it at its meeting in December.

"Not only do we want to look at our policy, we want to work with the regents on policies for interns," said Senate President Susan Wagle, the Wichita Republican who chairs the LCC, referring to the Kansas Board of Regents, the agency that oversees the state university system.

"I think that having the assistance of the Women's Foundation will be very helpful," she said.

Wendy Doyle, president and CEO of the foundation, which helped Missouri lawmakers address harassment issues in 2015, said it is likely that the review process will result in recommendations for changes.

Doyle said policymakers must confront harassment rather than accepting it as "part of our political culture."

## AMBASSADOR NOMINATION SENT BACK TO TRUMP

From [KCTV5](#)



A spokesman for U.S. Senate Majority Leader Mitch McConnell says Kansas Gov. Sam Brownback's nomination for an ambassador's post is set to return to the White House. McConnell communications director David Popp said in an email Friday that Brownback's nomination is not on a list of those to be carried into next year.

The Senate finished its business for the year Thursday night without voting on Brownback's nomination by President Donald Trump to serve as U.S. ambassador at-large for international religious freedom. Brownback was nominated in July. Under the Senate's rules, an appointee who has not received a confirmation vote by the end of the year must be nominated again unless

senators agree unanimously to carry the nomination into the following year. Brownback appears not to have received such unanimous consent. ■

## JORDAN LEAVING COMMERCE

From [The Topeka Capital-Journal](#)

Gov. Sam Brownback's office announced interim Commerce Secretary Nick Jordan would resign, marking the latest departure from the governor's administration.

Jordan previously served as revenue secretary and CEO of the Governor's Council of Economic Advisors. He stepped into the role of commerce secretary when his predecessor, Antonio Soave, resigned in June, two weeks after his business associate filed a lawsuit against him.

Before serving in the administration, Jordan was a Kansas senator, where he served 13 years from Shawnee, in Johnson County, before being named Secretary of Revenue by Brownback in 2011, then CEO of the Governor's Council of Economic Advisors before the Commerce appointment..

Both Gov. Brownback and Lt. Gov. Jeff Colyer thanked Jordan for his service.

Jordan is one of several officials to leave the administration as Brownback waited to be confirmed by the U.S. Senate for a job in President Donald Trump's administration. Former Department of Children and Families Secretary Phyllis Gilmore and Kansas Department of Health and Environment Secretary Susan Mosier have both left.

Colyer nominated Gilmore's replacement and is expected to name Mosier's replacement, though Brownback has said he is still calling the shots as governor. The announcement didn't say who would name Jordan's replacement. The department's chief legal counsel, Bob North, will fill in until a new agency head is nominated. ■



## ECONOMIC IMPACT TOOL

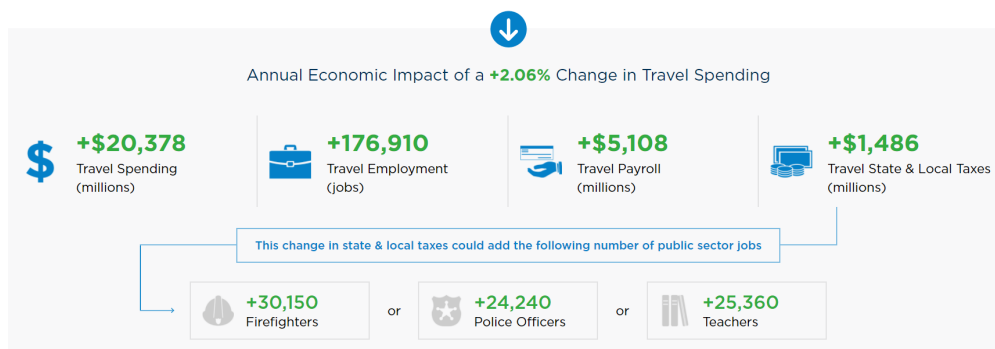
### From U.S. Travel

U.S. Travel announced the release of a new interactive tool that shows the importance of travel spending to economies nationwide. The Travel Economic Impact Calculator simulates the effects of changes in travel spending at the national level and for each state.

In two easy steps, you can calculate:

- The annual economic impact of a +/- % change in travel spending in your state (and nationally).
- The number of jobs created or lost by that change in travel spending.
- The amount of payroll impacted.
- The amount of state and local taxes impacted and the resulting number of public sector jobs that are created (or lost).

Click [here](#) to access the Travel Economic Impact Calculator, then select a state and select a change in traveler spending. The calculator will then estimate the statewide economic impact. ■



## SAVE THE DATE



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](#) is now open. ■

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

**January 8, 2018**

Legislative Session begins  
*Topeka, Kan.*

**January 11, 2018**

[TIAK Exec. Cmte. Meeting](#)  
*Topeka, Kan.*

**February 7, 2018**

Destination Statehouse  
*State Capitol, Topeka, Kan.*

**February 8, 2018**

[TIAK Board Meeting](#)  
*Topeka, Kan.*

**February 22, 2018**

Legislative Turn-Around Day  
*Topeka, Kan.*

**March 21-22, 2018**

[Destination: Capitol Hill](#)  
*Washington, D.C.*

**April 6, 2018**

First Adjournment  
*Topeka, Kan.*

**April 26, 2018**

Veto Session begins  
*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**