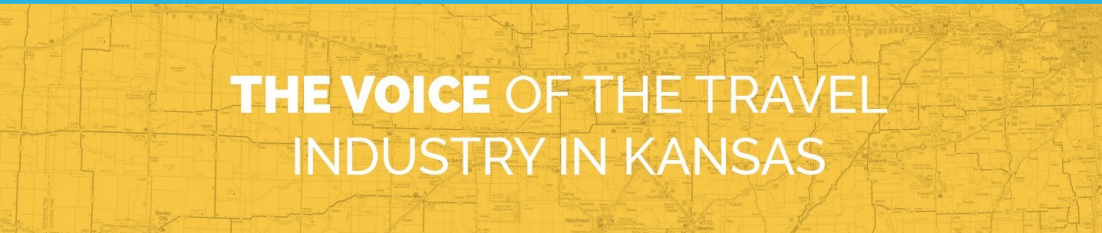




**Travel Industry  
Association of Kansas**



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

February 2018

Volume 13, Issue 2

# TIAK TALK

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## UPDATES FROM YOUR TOURISM GUIDE

*From Jan Stevens, TIAK President*



Thank you to everyone who joined us in Topeka for Destination Statehouse. What a great event!

We were able to get information to most all legislators as we shared the economic impact of tourism in Kansas and discussed issues of concern for our industry. The travel industry had all hands on deck! It may have been at an appointment that was made, lunch at the Dillon House, popcorn that made it to their desk, or attendance at the evening showcase, we were there to educate and inform our elected officials of who we are, what we do, and what is important to our industry. I've heard we had over 50 for lunch, and 60 for the evening event. I heard several positive comments about the presentation on the Weaponization of Tourism. A very fitting topic for all of us. I heard it all went extremely well for everyone! The talking points for the event provided by TIAK were spot-on! As I went into my meetings, I felt very well-prepared.

Special thanks to our TIAK Team: Marlee Carpenter, Natalie Bright and Amy Billquist, along with Advocacy Committee Chair, Jim Zaleski (and the entire Advocacy Committee of TIAK). Kevin Fern, thank you, too, for your "popcorn" connection. I am extremely appreciative we didn't have to pop all that popcorn! I'd be remiss if I failed to mention the help KDWP gave as they lent a hand with popcorn deliveries and had some special giveaways from their department for the elected officials. Lastly, thank you to Visit Topeka for the great after-party. I missed that part but would love to see some of the pictures. Congratulations and thank you to all for a job well-done!

As always, don't forget to follow up with your legislators after Destination Statehouse. I encourage you to send a thank you note to those who attended, or a "sorry I missed you" note to those who did not make it this year. Advocacy is a year-round effort.

My favorite February quote: "Any job very well done that has been carried out by a person who is fully dedicated is always a source of inspiration." —Carlos Ghosn ■

**Be sure to join us for an  
educational seminar on  
Crisis Management**

April 12, 2018  
1:00 PM—4:00 PM  
Salina

See Page 7 for details  
and registration  
information



## MEET YOUR TIAK TRAVEL AGENTS SERIES

### STACY BARNES, TIAK PRESIDENT-ELECT

I am a life-long Kansan, born in Atwood, and my parents moved to Greensburg when I was 3 years old. After graduating from high school, I attended Seward County Community College on a volleyball scholarship for one year, then transferred to K-State to earn my BFA Degree in Ceramics. From there, I was awarded a one-year artist residency in ceramics at the Lawrence Arts Center (LAC) and then worked another year at the LAC in the administrative office.

Following the May 4, 2007 tornado, I moved back to Greensburg and worked as the assistant to the City Administrator. Over the last 10 1/2 years as a City of Greensburg employee, my job has been diverse and has evolved into my current position as Tourism Director and Big Well Museum Director. In small communities we often wear many hats, and my job definitely demonstrates that! One of my favorite things about my job is the day-to-day variety of tasks that I get to do; from museum operations, to bicycle maintenance, to management of three websites and six social media accounts, to marketing. But the thing I enjoy most is hosting visitors in the community and getting the opportunity to see our town through their eyes. I love to tell the Greensburg story and share what a special and unique place this is.



One of the big projects on my plate now is planning for the 1st annual Big Kansas Road Trip, May 3-6, 2018, featuring Barber, Comanche, and Kiowa Counties.

In partnership with the Kansas Sampler Foundation, we are very excited to showcase our three counties and all of the communities that make us who we are. I invite you to come and explore with us in May. We have lots of fun things planned and can't wait to show you all of the great things there are to see, do, eat, experience,



*Stacy with Mitch Holthus at the 2016 Kansas Tourism*

and learn! For more information, visit [www.bigkansasroadtrip.com](http://www.bigkansasroadtrip.com).

Art is still a part of my life, too. I am on the board of directors at the 5.4.7 Arts Center in Greensburg. I also teach classes there, as well as once a month for K-5th grade students at Kiowa County Schools. And every now and then, I have an opportunity to make my own work. My family is also very important to me. I have been married to Travis for almost 14 years and we have two children: Amelia (8) and Truman (7).

I am so humbled to serve TIAK members this year as President-Elect. TIAK has been such a valuable organization to me, and I have learned so much from members across our great state. I remember my first TIAK conference in Wichita (many moons ago, 2008 maybe?). I didn't know anyone, didn't know the industry, and felt lost. TIAK provided a network of great people and education, and I wouldn't be where I am today without it.

I will close with a quote and a photo of my kids, nieces, nephews, sister and mom planting a tree in Greensburg in commemoration of the tornado's 10th anniversary last May.



*"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." — Margaret Mead ■*

## UPCOMING TRAVEL CALENDAR

### March 2018

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

Click on the highlighted calendar dates for more information.

#### March 2

Governor's Council on  
Travel & Tourism

#### March 21-22

Destination Capitol Hill  
Washington, D.C.

#### 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



### LEGISLATIVE

Take advantage of the live audio feeds from the Kansas Legislature. To listen to Senate proceedings, click [here](#). To listen to House proceedings, click [here](#). In addition, some committees have live audio feeds, as well. For a list of Senate committees, click [here](#). For a list of House committees, click [here](#).

WELCOME  
to TIAK



Several positions are available in Dodge City. To review the complete list of job postings available, visit the [TIAK website](#).

## 2018 DESTINATION STATEHOUSE



The Travel Industry Association of Kansas (TIAK) held its annual legislative day in Topeka on Wednesday, February 7, 2018, affectionately known as “Destination Statehouse.” Members of the Kansas travel and tourism industry hosted three events throughout the day,

giving members several opportunities to meet with legislators directly and advocate for Kansas tourism. Each attendee was easily identifiable by the TIAK-blue “Tourism Matters” button worn proudly which highlighted that in 2016, tourism generated \$282 million in state sales tax.

The day began with nearly 80 TIAK members filling the Statehouse Visitor’s Center with a welcome from Linda Craghead, Assistant Secretary of the Kansas Department of Wildlife, Parks & Tourism, as well as an educational session provided by Jack Johnson, Chief Advocacy Officer and Foundation Executive Director at Destination International, who offered members an overview of the weaponization of tourism and the impact of travel boycotts on changing policy.

Attendees were joined at the historic Dillon House by almost 60 Kansas legislators in an open house setting where they networked over a buffalo lunch sponsored by the Kansas Buffalo Association, in conjunction with TIAK and the Kansas Department of Wildlife, Parks & Tourism. A casual dining atmosphere allowed for relaxed conversations and new friendships to be formed.

Throughout the day, the Statehouse was busy with Kansas tourism professionals conducting individual office visits with legislators, observing House and Senate Legislative Sessions, attending committee meetings, enjoying a Statehouse tour and even getting to

hear recently appointed Governor Colyer give his state of the state address in the afternoon.

One of the highlights of the annual conference is the popcorn campaign emphasizing to legislators “What’s Popping in Tourism.” In addition to serving freshly-popped popcorn to all Statehouse visitors and personnel, TIAK provided boxes of popcorn that members delivered to their legislators, thanks to Kevin Fern and his popcorn connections! An impression was surely made as each legislator was contacted at some point during the day.

Rounding out the day was the much-anticipated TIAK Legislative Reception where 60 legislators stopped by to “Celebrate Sports Tourism” with more than 100 TIAK members. Attendees enjoyed a showcase of each region of the state and what each has to offer, accompanied by several mascots from around the state. This event is one that legislators really look forward to for its fun and inviting atmosphere. The day ended with an entertaining reception hosted by Visit Topeka at Norseman Brewing Company in the NOTO Arts District.

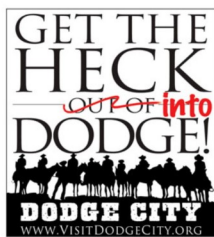
Thanks in large part to event coordinator Jim Zaleski, as well as a great number of sponsors, a successful day was had by all with TIAK members personally visiting with more than 100 legislators throughout the day’s events. By demonstrating such a tremendous impact for the tourism industry in Kansas, we hope Destination Statehouse is your destination for all things legislative next February 6, 2019! ■



# 2018 DESTINATION STATEHOUSE (CONT.)



# THANK YOU

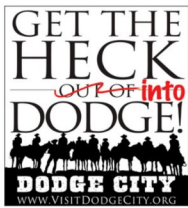


## Destination Statehouse Lunch Sponsors

# 2018 DESTINATION STATEHOUSE (CONT.)



# THANK YOU



## Destination Statehouse Reception Sponsors





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

### MARCH 2018 SCHEDULE

#### The 10 Commandments of PPC Marketing

*Thursday, March 1*

#### The Chinese International Traveler

*Thursday, March 8*

#### Your Guide to Email Marketing in 2018

*Thursday, March 15*

#### Online and Offline Data— Can't We All Just Get Along?

*Thursday, March 22*

#### 80% of all USA Travel Will Be Booked on a Mobile Device, Are You Ready?

*Thursday, March 29*

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 offering an educational seminar on Crisis Management, following the April Board meeting in Salina.

**DATE:** April 12, 2018

**TIME:** 1:00 PM—4:00 PM

**COST:** \$10.00

**LOCATION:** Salina Area  
Chamber of Commerce



No community is immune from disaster. Tragedy, whether caused by man or nature, is devastating. This educational seminar is designed to help guide the tourism industry should our communities have to deal with tragedy.

### AGENDA

**1:00 PM—1:15 PM** Welcome

**1:15 PM—2:30 PM** Active Shooter Mediation Program by Trooper Ben Gardner, Kansas Highway Patrol

**2:45 PM—3:30 PM** When Natural Disaster Strikes by Mayor Bob Dixson, City of Greensburg

**3:30 PM—4:00 PM** Questions and Closing

Register on the [TIAK website](#).



See below for a listing of the current educational opportunities available or visit the Educational section of the TIAK website under “Resources” by clicking [here](#).

✦ Texas Travel Industry Association – multiple offerings of education

✦ April 12 – TIAK Crisis Management 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>

## KANSAS CAMPGROUND OWNERS PREPARE FOR BUSY SEASON



KARVC Director Shawn Blackwell (L), President Charlie Reaser (M), Jodie Bartelson (R)

Campground owners from across Kansas are in the midst of enjoying their less hectic winter season while plans for a bustling spring and summer are taking shape. Occupancy is expected to be strong this year, given all indicators from the RV industry, and these campgrounds will be ready for the travelers.

To assist in informing and inspiring campground owners, the [Kansas Association of RV Parks & Campground \(KARVC\)](#) is hosting its annual gathering on February 27th at Four Seasons RV Acres in Abilene. Aside from a short business meeting and standard election, attendees will hear presentations on Cybersecurity, making ADA compliance a little less overwhelming, and some new programs offered through the National Association of RV Parks & Campgrounds (ARVC).

Attendees will also be introduced to a variety of Kansas-made items they might consider offering in their camp stores.

Executive Director [Mary Arlington](#) explains, “Stereotypically, Kansas is thought of as a pass-through state. We’ve experienced that when travelers are exposed to what Kansas has to offer, they often either slow their pace or make plans to return. We’ll be exposing campground owners to *more things Kansas* at this event.”

Carolyn Fenn, KARVC Treasurer, co-owner of Four Seasons RV Acres and host of the gathering, says, “It’s wonderful to welcome everyone to our campground and dealership. We’ve been a member for about 20 years and we always look forward to this annual event.”

Association President Charlie Reaser says, “I was pleased to welcome Jeanne Squier of Beaumont Hotel & RV Park to our Board a few months ago. New people bring new ideas. I believe we might see others becoming more active at this meeting, as well. Together we can do more!”

He adds, “These gatherings are very educational. There’s a wealth of information regarding park operations and management. The time together is also about having some fun and tending to some healing. That’s what happens when we spend time with people who have the same career and who face the same struggles. And let’s not overlook the rewards. We appreciate the achievements of everyone in the room. Together is better. I hope we even see some non-members. Kansas campground owners really can do more together.” ■



## UNDER-VACATIONED AMERICA

From [National Geographic](#)

Are you taking enough vacation? According to science, probably not. A new report by Project Time Off found Americans took an average of 16.8 vacation days in 2016 (up from only 16 days in 2014). Although we're on an upward trajectory, we have a long way to go: 54 percent of Americans failed to use their allotted vacation time last year, resulting in a whopping 662 million unused vacation days.

When it comes to the state of vacation days in the United States, not all states and cities are created equal. Some use significantly more—or less—vacation time than the nationwide average.

Idaho tops the list of most unused vacation, with 78 percent of workers failing to use their time off. Over a third of Idahoan workers surveyed said they worried about showing “complete dedication to their job,” which discouraged them from taking time away. On the flip side, only 38 percent of Maine workers left vacation days unused, with over half of those surveyed saying their company encourages time off.

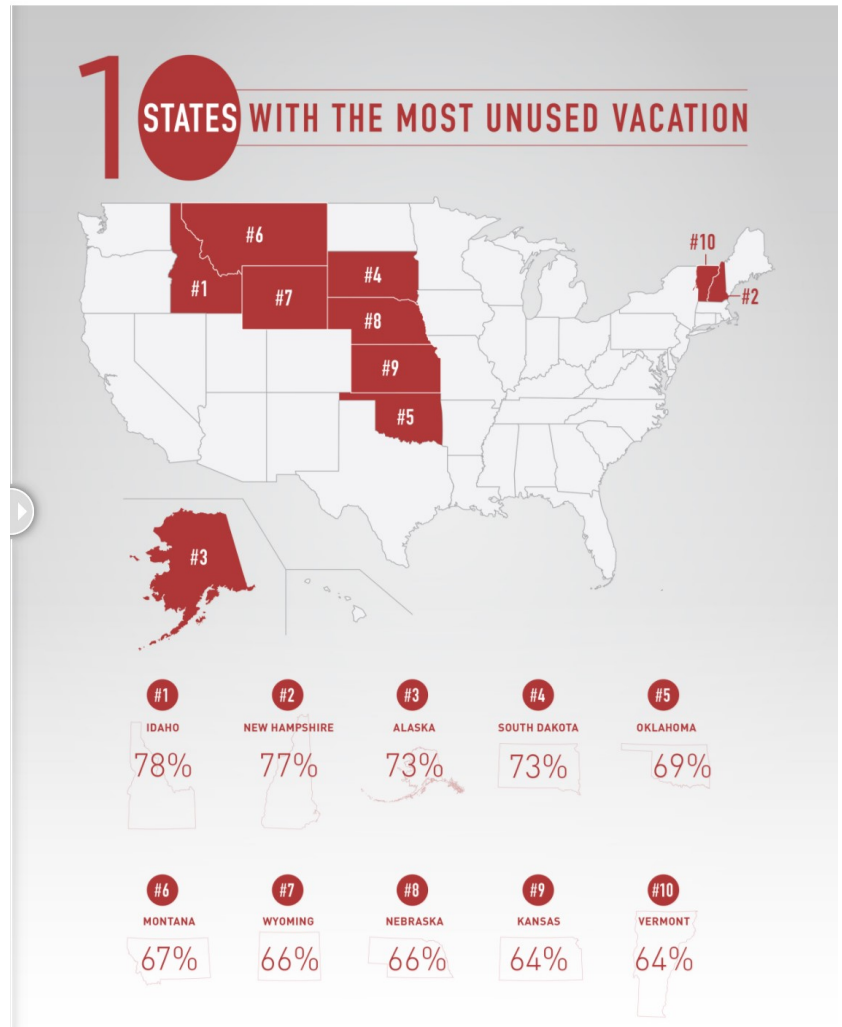
When it comes to cities, Washington, D.C. takes the workaholic cake: 64 percent of District workers had unused vacation. The high concentration of government workers (40 percent compared to only 13 percent nationwide) could be a factor, since government workers are less likely to take vacation compared to other industries. To the north, only 40 percent of workers in Pittsburg had unused time, and are less likely to feel anxious or guilty about being away from their jobs.

Why should we care about whether or not Americans use their vacation time? The consequences of not taking time off may be greater than you think. Vacations are tied to increased relaxation, happiness, and productivity, and may even boost immune function.

There are massive implications for the economy, too: Lost spending from unused vacation days cost the U.S. \$236 billion in 2016, which would have supported 1.8 million jobs and generated \$70 billion in additional income for American workers. And lost vacation could mean money out of your own pocket—nearly a third of vacation days last year were forfeited, resulting in \$66 billion in lost benefits for workers.

Although 54 percent of Americans left vacation time unused, 96 percent reported that using their paid time is important to them. And if the workers who left vacation days on the table last year took one more day off, it would drive \$33 billion in economic impact.

The solution is simple: Time to plan a trip! ■



## SAVE THE DATE



### DESTINATION CAPITOL HILL

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. ■

## #NoPlaceLikeKS



[Kansas Byways](#)

16 February at 11:54 · 🌐

Interesting Olympic fact of the day...no point in PyeongChang is as high as the highest point in [Kansas](#) (Mount Sunflower is 4,039 feet).

The average elevation in PyeongChang County is 2,400 feet. Some of the peaks approach 3,500 feet.

#NoPlaceLikeKS



👍❤️👤 Kansas Byways and 358 others

31 Comments 308 Shares

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

**March 2, 2018**

[Governor's Council on  
Travel & Tourism](#)  
Topeka, Kan.

**March 21-22, 2018**

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

**April 6, 2018**

First Adjournment  
Topeka, Kan.

**April 11, 2018**

[TIAK Executive Cmte Mtng](#)  
Salina, Kan.

**April 12, 2018**

[TIAK Board Meeting](#)  
Salina, Kan.

**April 12, 2018**

[Crisis Mgmt. Seminar](#)  
Salina, Kan.

**April 26, 2018**

Veto Session begins  
Topeka, Kan.

**May 3-6, 2018**

[Big Kansas Road Trip](#)  
Barber, Comanche &  
Kiowa Counties

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