



**Travel Industry  
Association of Kansas**

# THE VOICE OF THE TRAVEL INDUSTRY IN KANSAS

June 2018

Volume 13, Issue 6

## TIAK TALK

INSIDE THIS ISSUE:

**Kansas Tourism  
Conference**

**2018 TIAK Marketing  
Awards**

**Meet Your TIAK Travel  
Agents Series**

**Upcoming Travel  
Calendar**

**Hospitality Hub**

**Educational Tour**

**KS School Funding**

**Taste of TIAK**

**Travel Industry  
Adds Jobs**

**Calendar of Events**

**KTC Sponsor  
Information**

### UPDATES FROM YOUR TOURISM GUIDE



*From Jan Stevens, TIAK President*

In 180 days, it will be Christmas Eve.

Let that soak in for a moment.

The year has flown by, and we are deep into the travel season. 2018 is flying by!

We have so much to get done before the year ends.

My checklist is getting long, and one of the things on it is getting registered for the [Kansas Tourism Conference](#) in Junction City. I still need to make hotel reservations, look at the sponsorship opportunities, and a whole lot more! Please take the time to reach out to your partners about being a sponsor for the Conference. We need everyone's help to make this a BIG success.

Lastly, be sure to keep up with your KDS renewal points. You can find out more information [here](#). It is a renewal year.

When I get done with all of that, I'm starting my Santa list!

*"Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you." — Princess Diana ■*



***If your Coalition plans to meet at the Kansas Tourism Conference, please let the TIAK Office know!***

## 2018 KANSAS TOURISM CONFERENCE

### 2018 Kansas Tourism Conference registration is open!

It's time to take care of business—and tourism! Registration for the 2018 Kansas Tourism Conference is now open on the [TIAK website](#).

The Kansas Tourism Conference is a highlight each year with inspiring speakers and networking opportunities. This year's event takes place October 22-24 in Junction City, at the Courtyard by Marriott and Convention Center.

The Kansas Tourism Conference event page has all of the information you need to plan your tourism getaway, including hotel reservation information, a dynamic agenda, auction item donation form, student scholarship donation information, sponsorship opportunities, information on our Local Products Pull, and so much more! And be sure to start thinking about your marketing award submission. We're working on some improvements to the process and hope to have it ready for your marketing genius soon!

The conference is less than six months away, so take care to register today through the [TIAK website](#). Sponsorship opportunities are listed at the end of the newsletter. ■



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 and we're only about 1/3 of the way there.



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



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 2018 Theme winner. Enter your auction donation through the form on the [TIAK conference page](#).



# 2018 TIAK Marketing Awards

*Travel Industry Association of Kansas*



Do you have what it takes to promote your organization? If so, then plan to enter the 2018 TIAK Marketing Award contest!

Our goal is to recognize the outstanding marketing efforts of tourism throughout Kansas. This program is limited to TIAK members only.

**New for 2018:** Marketing Awards have been updated to accommodate varying community sizes. Also, Coalitions may enter but the Coalition must be a member of TIAK. This year, each entry will be broken out according to the overall organization budget with one winner per overall budget category:

- ⇒ Large Community overall budget (over \$500,000)
- ⇒ Medium Community overall budget ((\$100,001–\$499,999))
- ⇒ Small Community overall budget (\$100,000 and under)

For more information, and to submit your marketing genius, visit the KTC website, or visit <https://tiak.org/tiak-marketing-awards/>, or just click on this page! Good luck!



## MEET YOUR TIAK TRAVEL AGENTS SERIES

### BRIDGETTE JOBE, TIAK PAST PRESIDENT

I am **Bridgette Jobe**, Executive Director of the Kansas City Kansas Convention & Visitors Bureau. I have been with the KCK CVB since 1998, and the director since 2005. During my time with the bureau, Kansas City KS has undergone a major transformation as a tourism destination, which resulted in major changes in the bureau. In my time as Director, we have completely overhauled our bureau's structure, moved locations three times and grown from a staff of one to six people. It is exciting to be a part of the journey as my community and bureau continue to grow and develop.

I grew up in Kansas City, Kan., in fact, I now live on the same street as I did growing up. I was number five out of six children, and still continue to argue with my siblings over who was our parent's favorite. It was me, just in case anyone asks. I consider my most valuable life achievement is that I raised three sons. I truly believe that of all the things I have or will accomplish in my life, raising my sons has been the most worthwhile. I am now a Grandma to six amazing and beautiful grandchildren that completely have me wrapped around their little fingers.

I am supposed to include any interesting facts about myself, so I asked my staff to list any interesting details they know about me. They came up with the fact that I easily fall off of tall bar stools, I like tattoos, I have kissed the Blarney Stone in Ireland, a State Senator bought me toilet paper at a rest stop in Mexico when I didn't know you had to pay for it, and I have bionic knees. I have a great staff.

I have been fortunate to serve on the TIAK Board of Directors for many years, and currently serve as the Past President on the Executive Committee. One of my favorite things about being a part of TIAK is the friendships that I have developed with people from all over the state of Kansas. TIAK has brought together bureaus from communities of all sizes, populations, budgets, needs, and inventory of attractions. I love to hear how other bureaus are handling issues, working with their community and boards, and new marketing efforts. The conversations that happen before and after TIAK meetings are some of the most educational and beneficial in my growth as a Director. ■



## UPCOMING TRAVEL CALENDAR

# July 2018

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

Click on the highlighted calendar dates for more information.

**July 4**

Happy Birthday, America!

**Every Thursday**

e-Learning Webinars  
(see Pg. 5 for more details)

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

## HOSPITALITY HUB

### LIGHT SUMMER READING

[Audio in Destination Marketing](#)

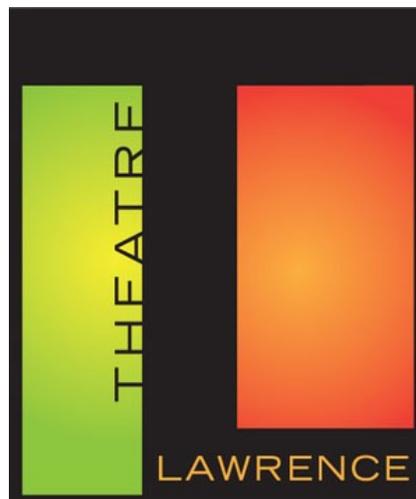
[Tourism Blogging Best Practices from Visit Austin](#)

[What's On Your Night Stand? 20 Must-Reads for Meeting Pros](#)

[Pinterest profile changes: what marketers need to know](#)

[TSA tightens rules for carrying powders on planes](#)

WELCOME  
to TIAK



To review the complete list of opportunities 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

### JULY 2018 SCHEDULE

**The Chinese International Traveler**  
*Thursday, July 19*

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

Visit the Educational section of the TIAK website under "Resources" by clicking [here](#) for a listing of additional educational opportunities.

## LAWRENCE SAFETY SUMMIT

### 2018 SAFETY SUMMIT INVITATION

**UNPREPARED**

# ARE YOU PREPARED?

We invite you to get prepared!

Join eXplore Lawrence and Downtown Lawrence Inc for the first ever Safety Summit. Captain Troy Squire from the Lawrence Police Department will present an Avoid. Deny. Defend training for dealing with active shooting events. Then, stay to hear from USD 497 Communications Director, Julie Boyle on why you need a crisis communication plan and how to form one.

Join us Thursday, June 28th at Maceli's  
8 AM-11AM

Cost \$10

Light breakfast items provided.

RSVP Kim Anspach [Kanspach@explorelawrence.com](mailto:Kanspach@explorelawrence.com)  
785-856-2389

## KANSAS SCHOOL FUNDING



The Kansas Supreme Court ruled this week that the Kansas Legislature did not adequately fund schools but that it would allow the state another year to adequately fund school finance. This recent decision came down despite the Legislature adding \$500 million into education over the next five years. The court states that the funding allocated by the Legislature did not allow for inflation. Because the court is allowing another year for funding to be made constitutionally adequate, no special session is necessary and schools will remain open for the 2018-2019 school year.

“This action acknowledges the State’s position—that the 2018 Legislature’s efforts and the amount of money added for the approaching school year should permit such an extension through the 2019 regular legislative session—and effectively grants its repeated request to so extend,” the court noted in its opinion.

Estimates suggest compliance with the order could add up to \$400 million. It will also ensure that the original 2010 lawsuit will continue for at least one more year under the leadership of the next administration. “When I became governor earlier this year, I outlined my priorities for a school finance plan. Specifically, one that would keep our schools open, get more money into the classroom and improve student outcomes without raising taxes. And we got it done,” noted Gov. Jeff Colyer.

“We trust that the Legislature can come together and solve the issue in short order to avoid any future disruption of Kansas students’ education,” stated Alan Rupe, the attorney for the school districts that brought lawsuits. ■

T I A K  
**PAC**

It is important to support candidates who support our Tourism industry! Working to make sure pro-tourism candidates can carry our voice and speak for TIAK’s concerns is an important part of the election cycle. In addition to our votes on election day, candidates also need our financial support in the weeks and months leading up to that date.

As a member of TIAK, you can both serve on the TIAK PAC as well as make donations. Your contributions of both time and money when combined with those of other TIAK members makes even the smallest amounts impactful.

We are in need of information about candidates and their support of Tourism. If you are interested in learning about candidates and sharing this information with other TIAK members, please consider serving on the TIAK PAC. Otherwise, please consider making a donation this election cycle. Questions? Contact [Kevin Fern](#).

NOTE: PAC contributions should NOT be made from public funds. For more information, visit the [TIAK website](#) or contact [Kevin Fern to serve on the PAC Board](#).

### 2018 KANSAS ELECTION DATES

**Primary Election**  
August 7, 2018

*Early Voting:*  
July 31–August 6  
*Voter Registration Deadline:*  
Tuesday, July 17

**General Election**  
November 6, 2018

*Early Voting:*  
October 22–November 5  
*Voter Registration Deadline:*  
Tuesday, October 6

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 2018 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

# TRAVEL INDUSTRY ADDS JOBS FOR SIXTH CONSECUTIVE MONTH

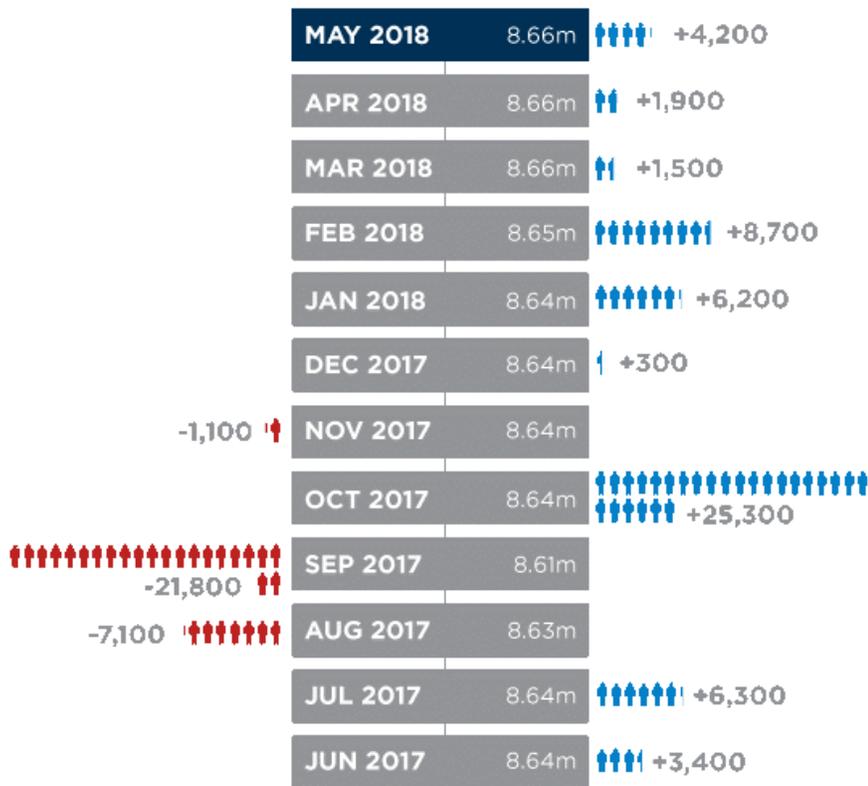
From [U.S. Travel](#)

According to the U.S. Travel Association’s analysis of the Labor Department’s employment report, travel employment continued to edge up by adding 4,200 jobs in May.

Considering total nonfarm job growth of 223,000 and the unemployment rate edging down to a historic 3.8 percent, employment growth in the travel industry was moderate. Hiring was focused in the food and beverage industry, with employment in other travel sectors—including lodging and airlines—remaining mostly flat.

In the first five months of the year, the industry gained 22,000 jobs. The consistent though modest increases signal positive travel job growth heading into the summer travel season. ■

## Monthly Travel Employment



Source: U.S. Travel Association based on Bureau of Labor Statistics data

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

**August 7, 2018**

Kansas Primary Election  
Early Voting July 31-Aug 6

**August 8, 2018**

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

**August 9, 2018**

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

**September 13, 2018**

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

**October 22, 2018**

[TIAK Board Meeting](#)  
Junction City, Kan.

**October 22-24, 2018**

[Kansas Tourism Conference](#)  
Junction City, Kan.

**November 6, 2018**

Kansas General Election  
Early Voting Oct 22-Nov 5

Travel Industry Association  
of Kansas

825 S. Kansas, Suite 502

Topeka, KS 66612

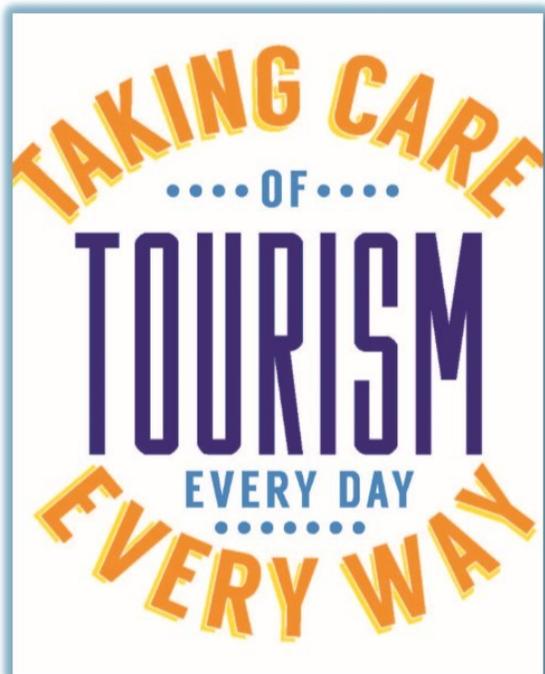
PH: 785.233.9465

Email: [office@tiak.org](mailto:office@tiak.org)

[www.tiak.org](http://www.tiak.org)



**Travel Industry  
Association of Kansas**



## 2018 KANSAS TOURISM CONFERENCE



**October 22-24, 2018  
Junction City, Kansas**

Dear Tourism Industry Partner,

Are you ready to take care of tourism? Throw caution to the wind October 22-24 for the 2018 Kansas Tourism Conference. This year's conference will liven things up with top-notch speakers and great networking opportunities! The Conference will be held in Junction City, Kansas at the Courtyard by Marriott Convention Center.

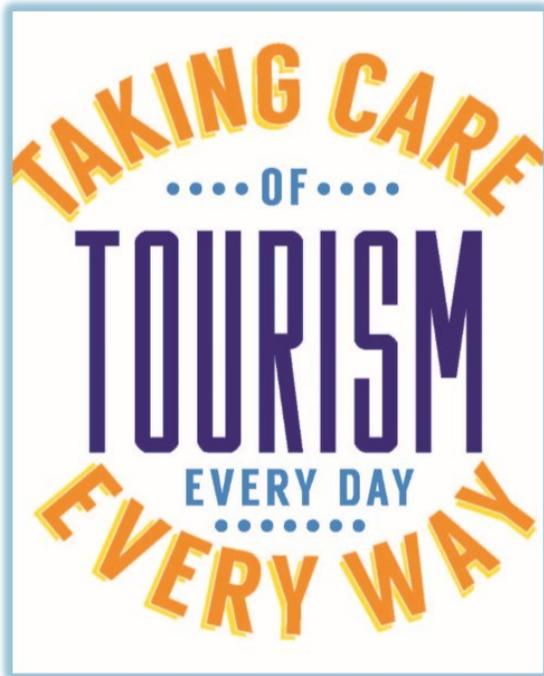
Last year, the Kansas Tourism Conference drew nearly 200 attendees from all areas of Kansas. Attendees varied from hoteliers, attractions, CVBs and dining and retail establishments. This conference is a "don't miss" of the Kansas tourism industry!

- You'll find several great opportunities for your business, as well as a chance to highlight and promote what you have to offer to the tourism community.
- What a great way to introduce a new product, remind everyone of a great location or piece of merchandise or service you are famous for!
- Levels of sponsorships are outlined in the next few pages, you're sure to find one that fits your budget.

Please feel free to contact any one of the sponsorship committee members. We will be happy to help you find a level that works for you! To register, simply go to the online registration on the TIAK website at <https://tiak.org/events/kansas-tourism-conference/>.

We look forward to seeing you there! Let's celebrate!

Marlee Carpenter  
TIAK Executive Director



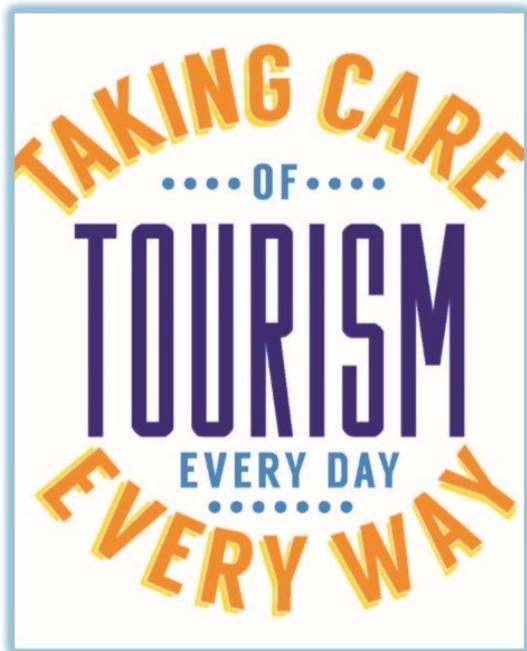
## 2018 KANSAS TOURISM CONFERENCE



**October 22-24, 2018**  
**Junction City, Kansas**

SPONSORSHIP/ EXHIBITOR LEVELS	Tourism \$5,000	Destination \$3,000	Banquet* \$1,500	Meal* \$1,000	Hospitality \$1000	Visitor \$500	Break* \$500	Reception* \$500
One-year membership to TIAK (New member or new associate)	●	●						
10-minute presentation at event of choice	●							
5-minute presentation at event of choice		●	●	●				
Recognition at event in pro- gram and general signage	●	●	●	●	●	●	●	●
Recognition in Pre- registration materials	●	●	●	●				
One ad placement in TravelTalk Kansas Tourism Industry e-newsletter	●	●	●	●				
Conference registrations	2	2	1	1	1	1	1	1
Introduction at sponsored event	●	●	●	●	●			
Access to e-mail database of conference attendees	●	●	●	●	●			
1-8'x10' exhibit booth	●	●			●	●		

\*There are 2 banquet, 2 meal, 4 break & 3 reception level sponsorships available



## 2018 KANSAS TOURISM CONFERENCE



**October 22-24, 2018**  
**Junction City, Kansas**

### EXHIBITOR INFORMATION

#### Booth Information

A 8'x10' booth, 8' skirted table and two chairs will be provided. A printed company sign is included.

#### Electrical Circuits

Electrical connections must be purchased so the hotel can provide proper delivery of electrical requirements. Charges for electrical hook-ups range from \$45-\$150 depending on needs. Please note on your registration if you'll need electricity for your booth.

#### Character and Content of Exhibits

TIAK reserves the right to decline or prohibit the exhibit, exhibitor, proposed exhibit which, in its opinion, is not suitable or in keeping with the character of the exposition.

#### Booth Assignment

Location of the booth space shall be determined on a first-come, first-serve basis. Every effort will be made to give an exhibiting company the booth of their choice, but placement cannot be guaranteed. Final assignments are made by the Travel Industry Association of Kansas (TIAK) and no exhibit may be moved except by mutual consent of the parties.

#### Cancellation and Refund Policy

If the exhibitor fails to occupy the space contracted, TIAK is under no obligation to refund the fees paid, and the Association has the right to use such unoccupied space as it may determine.

#### Shipping Instructions

Shipping of materials will be accepted and received three days prior to the show. Please label your boxes with the following information: Kansas Tourism Conference. Mark all boxes, etc. with vendors name, phone and address (3 days prior to conference). No charge for storage. Shipping Address:

Courtyard by Marriott/KS Tourism Conference  
310 Hammons Drive  
Junction City, KS 66441  
Attn: Kansas Tourism Conference

#### Set-up and Tear-down

Set-up will be on Monday, October 22 from 12pm-4pm. Tear-down may occur Tuesday, October 23, 3:30-5:30pm.

#### Further Information:

Marlee Carpenter (785) 213-0185 or via email at [marlee@brightcarpenter.com](mailto:marlee@brightcarpenter.com).