



**Travel Industry  
Association of Kansas**

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

September 2018

Volume 13, Issue 9

# TIAK TALK

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## UPDATES FROM YOUR TOURISM GUIDE



*From Jan Stevens, TIAK President*

I'm shameless. It's true. That is a picture of my granddaughter, Emmy, and she just turned 3. She has curly blonde hair. And yes, she has me wrapped around her little finger. I post pictures of her all the time on my Facebook account. She's going to get married to Kerry Green's grandson. Kerry and I have already planned this for them.

My daughter lives in Junction City, so I'm even more excited about going to the conference this year than ever! I get to see Emmy, and Emmy's soon-to-be sister. . .my daughter is due with her second right around the time of the conference. So if I disappear, that means the baby decided to show up early. I'll bring pictures!

The conference is about a month away. Yes, really! The conference committee has been hard at work wrapping up plans for the speakers, and Michele Stimatze is working on all the arrangements on her end. She's been really busy. If you've ever hosted the conference, you know how much work it is. She's got BIG plans for BIG fun! A 70s costume party at the skating rink, and YES—prizes will be given, and outdoor fun at the Acorn Resort. She will have lots more information as the conference gets closer. Michele, if I can do anything to help, let me know!

How can YOU help?

Be sure to bring a "Local" Product, any local item worth at least \$10.00. Everyone that buys a ticket wins a prize!



*(Continued on page 2)*

## UPDATES FROM YOUR TOURISM GUIDE (CONT.)

(Continued from page 1)

**UPCOMING  
TIAK ANNUAL  
MEETING**  
Wednesday,  
October 24, 2018  
at Noon  
Kansas Tourism  
Conference  
Junction City

Be a part of the Centerpiece Table Raffle. It's not too late to sign up to be a Centerpiece Table Sponsor. Tickets are \$5.00, or 5 for \$20.00 and tickets are drawn at the dinner on Wednesday evening. I don't know why, but Sally Fuller and Jim Zaleski win more than anyone else, so it might be time to give them some competition.

Bring a Silent Auction item. You have until October 6th to get them registered. The items usually are anything from large ticket items donated by tourism vendors, to items for your home, work or play. They have to be at least \$50.00 in value, but the sky is the limit!

Support a student. It takes \$600 to bring an up-and-coming student who has interests in the tourism industry to come to the conference. It's a great way to engage our future leaders.

Sponsor the conference! Sponsorships start at \$500.00, and with each sponsorship, you get a free registration. You'll get special recognition for your efforts. Go ahead, be a BIG DEAL at the conference and become a sponsor.

Anyone ready for GOLF? Did you know there is a golf tournament being planned by Sports Kansas? It's on Monday, in Junction City. Donna Price was the only "girl" out there last year—so lady golfers, can you show the "boys" how it's done? Cornhole, Bocce Ball and other activities are part of the event, so if you don't play golf, you can still be a part of this event.

The conference starts on Monday, and as always, there are some exceptional speakers lined up! Check out the [conference website](#) for all the details!

See you in Junction City!

*"Autumn is a second spring when every leaf is a flower."* —Albert Camus

### 2018 KANSAS TOURISM CONFERENCE October 22-24, 2018 • Junction City, Kansas



#### LET'S TAKE CARE OF TOURISM!

Are you ready to party? Come and celebrate tourism at the 2018 Kansas Tourism Conference. This year's conference will provide top-notch **SPEAKERS** and great **NETWORKING** opportunities! Be sure to take care and be a part of the Kansas tourism industry's most celebrated conference of the year.

**Take care of tourism in every way by registering TODAY!**

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](http://TIAK.ORG/EVENTS/KANSAS-TOURISM-CONFERENCE)

785-233-9465

OFFICE@TIAK.ORG



# Annual Silent Auction

Donate an auction item to benefit TIAK programs!

Fill out the electronic form at [tiak.org/events/kansas-tourism-conference](http://tiak.org/events/kansas-tourism-conference) either bring your auction item to the conference or mail it by October 6th 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](mailto:tourism@greensburgks.org) or Roxanne Morgan at [rmorgan@finneycountycvb.com](mailto:rmorgan@finneycountycvb.com).



## LOCAL PRODUCTS PULL & Everyone Wins!

### BEER • WINE • FOOD PRODUCTS

Do you have a great local product? If so, bring it to the Tourism Conference October 22-24, 2018 to donate to our 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! Collect your local products to share at the Tourism Conference.

Contact Karen Hibbard with questions at [karen@manhattan.org](mailto:karen@manhattan.org).

*Proceeds from the Pull go toward the TIAK PAC.*

### CENTERPIECE RAFFLE

Be sure to purchase your table centerpiece raffle tickets during the conference in October.

**Tickets are \$5 each  
or 5 for \$20.**

Each raffle ticket purchased is entered into the drawings for the table centerpiece items donated by TIAK members.

The raffle takes place during the Kansas Tourism Dinner on Wednesday evening.



*Proceeds from the Raffle go toward the TIAK PAC.*



# 2018 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.

- All entries submitted for the 2018 TIAK Marketing awards are eligible for entry in the People's Choice Awards.
- 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 October 1st at [office@tiak.org](mailto:office@tiak.org) to be included in the People's Choice Contest.

**[TIAK.ORG/EVENTS/KANSAS-TOURISM-CONFERENCE](http://TIAK.ORG/EVENTS/KANSAS-TOURISM-CONFERENCE)**

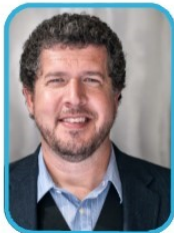




# 2018 Marketing Awards

*Travel Industry Association of Kansas*

**Dan Lindquist** For 36 years, Dan has worked as a marketing consultant to help make local businesses famous. He is the Director of Team W Advertising, started in 2006, offering business communication strategies and creative solutions as a service of Alpha Media USA broadcast outlets in Kansas. Highlighting Dan's professional honors: Sales & Marketing Executives International award, Silver Microphone Awards National Winner, and 2013 recipient of the American Advertising Federation Silver Medal Award, the highest honor given by an AAF chapter, recognizing outstanding careers in advertising. Dan and his wife, Megan, own and operate Twilight Productions, a jingle production studio.



**Kevin Fullerton** Kevin Fullerton, an award-winning creative director, launched Springboard Creative in 2006. After moving his graphic design firm to Mission in 2012, Kevin donated two years of creative work to the City of Mission in order to brand downtown Mission and help drive traffic to local businesses during reconstruction of Johnson Drive. Once construction was complete, he decided to continue his commitment. He served on the Downtown Mission Task Force and helped found the Mission Business Partnership, where he serves as president. He also helped start the Mission Market. He does non-Mission related things too, but they aren't nearly as fun.

**Katie Olsen** Katie Olsen, Ph.D., is an Assistant Professor in Kansas State University's A.Q. Miller School of Journalism and Mass Communications. Katie teaches advertising courses within the Strategic Communication Sequence and advises the school's collegiate American Advertising Federation chapter. Prior to KSU, Katie worked in strategic database marketing in the Kansas City area, providing account management services to clients such as Michelin and Bayer Environmental Sciences. She received her Bachelor's of Journalism from the University of Missouri, her MBA from Rockhurst University, and her doctorate is from Kansas State. Katie's research focus examines gender within advertising's creative departments.



**Alan Carr** Alan Carr has been working in tourism marketing for nearly 20 years. He spent 10 years overseeing the Visit KC brand. Three years ago, he founded Carr Strategies, which focuses on strategy, audience building, message development and campaign creation to help destinations grow their brands and connect with customers. In that time, he's worked with more than a dozen clients across Missouri and Kansas. He is currently a board member for the Midwest Travel Journalists Association and the Missouri Travel Council.

## THANK YOU TO OUR JUDGES

## UPCOMING TRAVEL CALENDAR

# October 2018

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

Click on the highlighted calendar dates for more information.

### October 22-24

Kansas Tourism Conference  
(Junction City, KS)

### Every Thursday

e-Learning Webinars

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

## HOSPITALITY HUB

WELCOME  
to TIAK

**HORSETHIEF RESERVOIR**

**HAMPTON INN & SUITES BY HILTON**

**I-35/MULVANE**

**MCCEDC**



The City of Greensburg is seeking a City Administrator. Learn more details and apply for the job at 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

### OCTOBER 2018 SCHEDULE

**ChatBots for Travel Industry Marketing**

*Thursday, October 4*

**It's Different Over There**

*Thursday, October 11*

**How Your Online Marketing Will Increase Experiential Tourism Dollars**

*Thursday, October 18*

**Value of Social Stories & Social Caring**

*Thursday, October 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](#).

## JOINT LEGISLATIVE TRANSPORTATION VISION TASK FORCE

Kansas Transportation investments have generated a positive economic impact, including jobs; making our roads safer; making more airports accessible by air ambulances; helping get people to work or medical appointments; and providing rail service to get crops to market. TIAK members are encouraged to attend the meetings scheduled below to make your voices heard.

Click [here](#) to view meeting agendas, minutes and testimony from the task force. ■



### UPCOMING MEETINGS

October 4	Newton
October 11	Garden City
October 18	Wichita
October 24	Hays
November 8	Johnson County
November 9	Manhattan
November 28 & 29	Topeka-Recommendations

### SEPT. 6—NOV. 9 MEETING FORMAT

10 a.m.—Noon	Information & Discussion Session
Noon—12:30 p.m.	Working Lunch
12:30 p.m.—3 p.m.	Local Input Testimony



## US TRAVEL PRAISES COMMITTEE PASSAGE OF NATIONAL PARKS BILL

*From U.S. Travel*

U.S. Travel Association Senior Vice President for Government Relations Tori Barnes issued the following statement on House Committee on Natural Resources passage of the [Restore Our Parks and Public Lands Act](#), just days after 126 local and national organizations sent a joint letter to the committee voicing support for the bill:

*“Our national parks are a huge draw for domestic and international visitors alike, but facilities and infrastructure that are in dire need of repair threaten the parks’ future viability. These parks are not only of great historical importance, but they offer significant economic contributions to the regions in which they are located.*

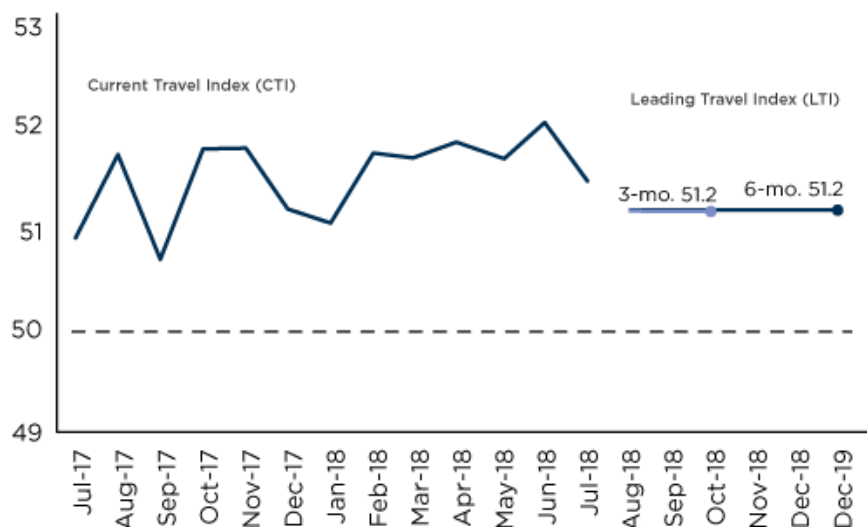
*“With a parks maintenance backlog of nearly \$12 billion, it is critical that Congress establish a dedicated source of funding to address these needs. The ripple effect of diminished national parks visitation would cause serious economic harm in gateway communities. Through national parks visitation, these gateway communities enjoy \$18 billion in visitor spending, which supported 306,000 jobs in 2017.*

*“The U.S. Travel Association applauds Chairman Rob Bishop (R-UT-1), Ranking Member Raul Grijalva (D-AZ-3) and other bill sponsors for recognizing the need for a dedicated source of funding for our parks, and we urge Congress to take up and pass this bill before the end of the year.” ■*

### July Travel Trends Index

#### Current Travel Index and Leading Travel Index

Index (>50=expansion, <50=decline)



Source: <https://www.ustravel.org/press/travel-trends-index-travel-grows-more-sluggishly>

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

**October 21, 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

**November 8, 2018**

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

**December 13, 2018**

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

**February 6, 2019**

[Destination Statehouse](#)  
State Capitol, Topeka, Kan.

**February 7, 2019**

TIAK Board Meeting  
Topeka, Kan.

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of Kansas

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