



**Travel Industry  
Association of Kansas**

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

November 2018

Volume 13, Issue 11

# TIAK TALK

INSIDE THIS ISSUE:

**Destination  
Statehouse**

**Big Kansas Road Trip**

**From A Judge's  
Perspective**

**KCAIC Grants**

**A Judge's Perspective**

**Upcoming Travel  
Calendar**

**Hospitality Hub**

**eLearning University**

**Save the Dates**

**Election Recap**

**CDME**

**Calendar of Events**

## UPDATES FROM YOUR TOURISM GUIDE



*From Jan Stevens, TIAK President*

At the time I am writing this, Thanksgiving is just a few days away, and I am thinking about all the things I am thankful for. I am thankful for my friends and family, and the good health we are all experiencing today. I have a NEW grandbaby (almost born during the Tourism Conference) and am so thankful she is here! I reflect back on this past year and feel blessed to have my 'work' family, and think about all the memories we have made.

I am thankful I live in a country where I have many freedoms that other countries don't have. I am also appreciative for the opportunities we have in Kansas, in quality of life, employment opportunities, and in travel. I am immensely thankful for all the people in the Kansas tourism industry. You all make my job as a community DMO gratifying beyond words.

Last but not least, I am thankful for TIAK. I am grateful that we have such dedicated people who work hard to see that we can speak with one voice to influence government decisions related to travel, and helps to convey the impact this industry has on our state and communities.

I am so thankful to have so many wonderful people in my life. This Thanksgiving, be sure to thank people in your life that make it so special.

**Emmy and Coraline Mae**

*"Life is too short to wake up in the morning with regrets. So, love the people who treat you right, forgive the ones who don't and believe everything happens for a reason. If you get a chance, take it. If it changes your life, let it. Nobody said it would be easy, they just promised it would be worth it." —Dr. Seuss ■*



# DESTINATION STATEHOUSE

## SAVE THE DATE



Travel Industry  
Association of Kansas

February 6, 2019



*Destination Statehouse event registration will open soon. Plan to join us in Topeka to ensure your voice is heard. Last year's event included record attendance and TIAK members visited with more than 100 legislators. We hope to see you in February as we showcase the many faces of tourism to our Kansas Legislators!*

## BIG KANSAS ROAD TRIP



By Donna Price, Sherman County Convention & Visitors Bureau

Northwest Kansas will be invaded next spring. We can hardly wait!

The invaders will be adventurers, explorers and visitors to the wide-open spaces of Northwest Kansas. The visitors will be coming to Cheyenne, Sherman and Wallace counties, the three counties of Land and Sky Scenic Byway. The three counties will be hosting the Second Annual Big Kansas Road Trip May 2-5, 2019. The road trip is a project of Kansas Sampler Foundation and replaces the popular Kansas Sampler Festival.

We invite you to create your own adventure. Enjoy all that the three counties have to offer. Foundation director Marci Penner said, "We're thrilled to be bringing this event to the northwest. People can create their own adventures along with hundreds of other people who will be exploring the same area."

No matter how visitors come to the road trip, they must travel through Northwest Kansas. The entire region is excited to welcome travelers as they head toward the road trip counties and as the travelers return home. WenDee Rowe, Foundation marketing director, said, "We want to get people into places in Kansas that might not be as well known. The Arikaree Breaks in Cheyenne County, the Giant van Gogh Painting in Sherman County and Mt. Sunflower in Wallace County are just a few places that Kansas Explorers will be excited to come see."

Some people have already made hotel reservations for the 2019 event. Make yours soon and join the happy invasion! ■



## FROM A JUDGE'S PERSPECTIVE

By Katie Olsen, Ph.D.,

A.Q. Miller School of Journalism & Mass Communications,

Kansas State University



Serving as a judge for this year's TIAK Marketing Awards was a wonderful experience, and one that continued to show me just how hard the travel industry in Kansas is working to draw visitors from all over to the special destinations Kansas has to offer. We learned about new initiatives cities are launching to improve visitor satisfaction, and we read about special partnerships that are helping cities better understand and promote their cities' uniqueness. We put our hearts and the context of our combined professional experiences into providing all of the entrants with strategic feedback that we hope will help them as they continue moving forward in the travel industry.

This year, we welcomed Alan Carr to the judging team. Alan, owner of Carr Strategies, brought with him an extensive background in strategic communications management—including positions where he provided top-level leadership to brands in the travel and tourism market. Kevin Fullerton also joined us as a judge once again; as the Principal/Creative Director at Springboard Creative in Kansas City, Kevin's experience and direct involvement with tourism and travel campaigns helped so much as we learned about the campaigns happening across the state of Kansas. Dan Lindquist, a marketing consultant with over 30 years of experience in advertising, also served as continuing judge and provided us with creative input and insight that can only come with someone as tenured as he is in the advertising industry. We are lucky to have him. I'm in my 9<sup>th</sup> year as a strategic communications faculty member within the A.Q. Miller School of Journalism and Mass Communications at K-State, and I absolutely love that serving as a judge for the TIAK Awards allows me to keep a pulse on the Kansas travel industry, which I can bring back to my students. Growing in importance every year, we've found that there's an increase in students wanting to learn more about travel and tourism from a strategic communications perspective. We currently offer elective courses diving into the topic, and we are working on a Travel and Tourism Promotion Certificate that would be offered jointly by the A.Q. Miller School and the Hospitality Management Department in the College of Human Ecology at K-State. We recognize the importance of preparing students for a dynamic and changing industry!

Thank you for letting us serve as your judges, and for all of the work that you do in supporting travel and tourism efforts in Kansas. Good luck with all of your initiatives in the coming year—I know we are excited to see what is next for everyone! ■

### GRANTS PROGRAM THROUGH THE KANSAS CREATIVE ARTS INDUSTRIES COMMISSION (KCAIC)

The Kansas Creative Arts Industries Commission (KCAIC) is focused on the creative industries sector of the Kansas economy. The Commission is dedicated to measuring, promoting, supporting and expanding the creative industries to grow the state's economy and create creative industry-related jobs.

The KCAIC offers two programs designed to strengthen an important sector of the Kansas economy and create jobs: the Strategic Investment Program and the Arts Integration Program. Both programs award grants to deserving organizations. The next deadline for KCAIC grants is January 7, 2019 for projects occurring Feb. 1, 2019–Dec. 31, 2019.

Applications may be made online at <https://kansascaic.submittable.com/submit>.

The Strategic Investment Program recognizes the important role creative organizations play in building and sustaining cultural and economic vibrancy in Kansas.

The Arts Integration Programs support the role the arts play in all levels of education, community service, and workforce development.

For more information on the KCAIC or the programs mentioned above, visit the [Kansas Creative Arts Industries Commission website](#).

## UPCOMING TRAVEL CALENDAR

### December 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	22
23	24		26	27	28	29
30	31					

Click on the highlighted calendar dates for more information.

#### December 13

[TIAK Board Meeting](#)

(Topeka, Kan.)

#### December 25

Christmas

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

## HOSPITALITY HUB



TIAK Membership Dues invoices for 2019 will be going out mid-December.

Be sure to let the [TIAK Office](#) know if your information needs to be updated!

There's no place like  
**Kansas**

The next meeting for the  
Governor's Council on Travel & Tourism

takes place on

Friday, December 7,  
from 10 a.m.—3 p.m.

at the Board of Regents,  
5th Floor,

Curtis State Office Building  
1000 SW Jackson Street

Meeting agendas  
and minutes may be viewed [here](#).



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

### DECEMBER 2018 SCHEDULE

**Personal Branding Hacks for Tourism Professionals**  
Thursday, December 13

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](#).



April 10-11, 2019  
Washington, D.C.

Destination Capitol Hill (DCH) is the U.S. Travel industry's premier legislative fly-in. The event brings travel leaders from across the country to Washington, D.C. to educate policymakers about the power of travel. The program combines a legislative day on Capitol Hill with advocacy training, guest speakers and peer-to-peer networking. DCH provides delegates with an opportunity to learn about upcoming legislation that impacts travel, network with peers and meet with members of Congress to stress the importance of travel as an economic driver.

DCH 2019 registration opens in December. If you plan on attending, please contact [Natalie Bright](#) or [Marlee Carpenter](#). ■



Last year, more than 705 million vacation days went unused. How can we help America put those vacation days to use? By encouraging them to *plan*. Research shows that individuals who plan are more likely to use all of their time off, take more vacation days at once and report greater levels of happiness at work and at home. Use [U.S. Travel's toolkit](#) to engage with your audience and spread the word. ■

## 2018 GENERAL ELECTION RECAP



Kansas received national attention after the election of Democrat Senator Laura Kelly as the state's 48<sup>th</sup> Governor. She defeated Republican Secretary of State Kris Kobach, who was seen by many as polarizing and too closely tied to Sam Brownback and his unpopular policies.

Kelly captured 48% of the statewide vote over Kobach's 43%. Kobach was endorsed by President Trump and has been an advisor on tough federal immigration policies, which he intended to implement on the state level in Kansas if elected. Kelly, on the other hand, successfully ran her campaign as a middle-of-the-road candidate who will work across the aisle to fight for more money to schools, expansion of Medicaid, affordable mental health services, and increased transportation funding.

Kansas has elected only four Democratic governors in the past 50 years, most recently Kathleen Sebelius in 2006.

### Congressional Seats

Typically red-leaning, Kansas is also in the spotlight for sending Democrat candidate Sharice Davids to Washington D.C. to represent the 3<sup>rd</sup> Congressional District. Davids defeated incumbent Republican Kevin Yoder and

*(Continued on page 7)*

# Boot Hill Museum and Gift Shop Open All Year!

Thousands of Original Dodge City  
Artifacts on display depicting Early Dodge City.



[boothill.org](http://boothill.org)

620-227-8188

## 2018 GENERAL ELECTION RECAP (CONT.)

(Continued from page 6)

will be the first Native American woman to serve in Congress and Kansas' first LGBT representative.

GOP newcomer, Republican Steve Watkins, beat former Democrat legislator Paul Davis in the 2<sup>nd</sup> District. Davis ran against Sam Brownback for Governor in 2014. Watkins, a decorated army veteran, succeeds Republican Congresswoman Lynn Jenkins who did not seek reelection.

Nationally, the midterm elections transferred power from a Republican U.S. House of Representatives to the Democrats, while the Republican majority in the Senate widened by nine seats. This split Congress could present challenges for President Trump and cause further gridlock in Washington.

### Statewide Offices

Republicans held on to all of the statewide offices up for reelection yesterday. Senator Vicki Schmidt beat her challenger for Insurance Commissioner with 63% of the vote; Attorney General Derek Schmidt will serve another term after winning 59% of the vote; former legislator Scott Schwab will be Kansas' new Secretary of State receiving 53% of the vote in his 3-way race; and State Treasurer Jake LaTurner secured another term after beating Lawrence Democrat State Senator Marci Francisco with 58% of the statewide vote.

### Legislature

Sixty-five out of the 125 House of Representative seats were up for general election yesterday. The other 60 were either incumbents running unopposed or decided in the August primary. The Republicans lost five seats, and the Democrats lost five as well, not changing the Republican/Democrat split to 85-40. A more conservative House that emerged after the August primary is still expected for the next two years.

Only one Senate seat was on yesterday's ballot. Senator Richard Hilerbrand (R-Galena) – filling out the term of Jake LaTurner who was appointed to State Treasurer last year – defeated his Democrat challenger.

### Seat Party Changes:

- Rep. Linda Gallagher (R-Lenexa) lost to Susan Ruiz (D-Shawnee).

- Rep. Melissa Rooker (R-Fairway) lost to Rui Xu (D-Westwood).
- Rep. Abraham Rafie (R-Overland Park) lost to David Benson (D-Overland Park).
- Wendy Bingesser (R-Olathe) lost to Brandon Woodard (D-Lenexa) for Rep. Randy Powell's open seat.
- Cynthia Smith (R-Lawrence) lost to Mike Amyx (D-Lawrence) for Rep. Tom Sloan's open seat.
- Rep. Adam Lusker (D-Frontenac) lost to Kenneth Collins (R-Mulberry).
- Rep. Debbie Deere (D-Lansing) lost to David French (R-Lansing).
- Rep. Steven Crum (D-Haysville) lost to Ron Howard (R-Wichita).
- Rep. Eber Phelps (D-Hays) lost to Barbara Wasinger (R-Hays).
- Rep. Ed Trimmer (D-Winfield) lost to Cheryl Helmer (R-Mulvane).

Party precinct committee men and women will be appointing the replacements for the current legislators who won their statewide office races.



**Governor-Elect Laura Kelly**

For a complete list of Kansas' general election results, visit the Secretary of State's website, [www.kssos.org](http://www.kssos.org). Please note that these are unofficial results until after the state canvass, challenged ballots, and/or recounts. ■

## U.S. TRAVEL ELECTION REAX

From [U.S. Travel](#)



U.S. Travel Association President and CEO Roger Dow issued the following statement on the election results:

“As the election concludes, our work only accelerates: connecting with the roughly one-quarter of Congress that is new, to educate them on the \$2.4 trillion economic impact and \$77 billion trade sur-

plus travel and tourism generate for this country, and the policy priorities that will make those numbers even greater.

“We have long stressed that travel is not a red or blue issue—it’s a red, white and blue opportunity. Our approach might change slightly depending upon who’s in office, but our mission to make sure travel and tourism are part of the policymaking discussion never does. Both parties recognize the economic power of increasing travel to and within the United States, and that the 15.6 million our industry helps employ are Republicans and Democrats and everything in between.

“We congratulate all of Tuesday night’s winners, and we look forward to working with them to keep creating jobs and economic impact in each and every state and congressional district by enacting smart policies that grow travel.” ■

### Certified Destination Management Executive (CDME)

The [Certified Destination Management Executive \(CDME\) program](#) prepares senior executives, who want to advance their careers to blend theory with experience and application of knowledge to help industry leaders thrive in a constantly changing environment. The program focus is on vision, leadership, productivity and implementing business strategies.

**“Kansas was well-represented at the Destination International CDME Summit in Seattle with the three CDME designation holders in Kansas attending to revamp the organization’s certification program.”**

**—Jim Zaleski, Labette County CVB**

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

**December 13, 2018**

[TIAK Board Meeting](#)

*Topeka, Kan.*

**January 14, 2019**

Legislative Session begins  
*State Capitol, Topeka, Kan.*

**February 6, 2019**

[Destination Statehouse](#)

*State Capitol, Topeka, Kan.*

**February 7, 2019**

TIAK Board Meeting

*Topeka, Kan.*

**April 10-11, 2019**

[Destination Capitol Hill](#)

*Washington, D.C.*

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**