



**Travel Industry
Association of Kansas**

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

January 2019

Volume 14, Issue 1

TIAK TALK

PRESIDENT'S REPORT

INSIDE THIS ISSUE

Governor Kelly Names New
KDWPT Secretary...2

Transportation Funding
Update: Governor's
Budget...2

Kansas Legislative Hotline...2

Board Member Spotlight...3

Farwell Message to Tourism
Industry...3

Destination Capitol Hill...4

eLearning University...4

Destination Statehouse...5

U.S. Travel's 2019
Priorities...6

Lindsborg
Sesquicentennial...7

New Member...7

Job Opportunity...7

Calendar of Events...7

By Stacy Barnes



I am excited to serve TIAK this year as your President. We have so many exciting tourism opportunities in our state and a great network of amazing people. I have been a TIAK member for 10 years and Tourism Director/Big Well Museum Director in Greensburg for 11. I have also recently started a new adventure to serve my community as Greensburg City Administrator.

For me recently, life seems to be about transitions. Transitions in the statehouse, a job transition for myself, my kids growing up and starting new activities. Change is often challenging; but if you're not changing, you're not growing and evolving.

With that, I would like to personally invite all TIAK members to attend TIAK Destination Statehouse on February 6 to meet with your legislators, hear from new faces in Topeka and enjoy great networking with tourism industry folks. This is a great opportunity to meet your elected officials if you don't already know them, thank them for their service and let them know what issues are affecting your community and the tourism industry.

I know for some this day might seem intimidating, to visit with elected officials. My advice would be to partner up with a person or people from your area that share the same legislators and visit them together. This can have a big impact going in as a team and also lessen the nerves you might have about going by yourself.

Happy New Year to everyone, and I hope to see you on February 6 in Topeka!

TIAK EXECUTIVE COMMITTEE

President
Stacy Barnes
City of Greensburg

President-Elect
Kelly Peetoom
Olathe CVB

Vice President
Jim Zaleski
Labette County CVB

Secretary
Susan Rathke
Emporia CVB

Treasurer
Julie Roller
Abilene CVB

Past President
Jan Stevens
Dodge City CVB

NEWS OUT OF TOPEKA...

Governor Kelly Names New KDWP Secretary



Brad Loveless will serve as secretary of wildlife, parks and tourism. He is the senior director of environmental conservation and sustainability at Westar Energy, managing environmental stewardship. Previously, he was the director of biology and conservation programs. Earlier, he held several environmental management positions at Wolf Creek Nuclear Operating Corporation.

“Brad Loveless has spent his career working to protect Kansas’ natural resources and ensure businesses operate in a safe and compliant manner,” said Kelly. “He is a scientist and outdoorsman who will bring a new vision to the Kansas Department of Wildlife, Parks & Tourism.”

Loveless has been active on numerous boards, including the Kansas Land Trust Board, Kansas Water Authority, Kansas Association of Conservation and Environmental Education, and Kansas Alliance of Wetlands and Streams. He received many awards for his work, including being recognized as the 2009 Kansas Wildlife Conservationist of the Year.

“In my roles at Westar I have had the pleasure of working alongside the professionals at wildlife, parks and tourism for decades,” said Loveless. “They are dedicated, innovative and incredibly hard working and it’s the opportunity of a lifetime to lead and serve them.”

He has a solid reputation among our staff and we’re excited to have him on board. Our department has worked closely with him on numerous occasions. Personally, I believe he will wholeheartedly embrace the department’s tourism functions. I anticipate getting a chance to talk with him more in the next couple of days as he gets settled. It’s too early to know how he or the Governor will handle the appointment of a replacement for Linda.

Transportation Funding Update: Governor’s Budget

During Governor Kelly’s State of the State address, she laid out her budget priorities this upcoming legislative session. She promised to comply with the Kansas Supreme Court’s order for more money toward K-12 education, expand Medicaid, and strengthen mental health and children’s services – all within a balanced budget and without raising taxes.

In regards to transportation funding, the Governor’s budget recommendation begins phasing out the practice of diverting highway dollars from their intended purpose.

The recommendation represents a \$102.4 million reduction from FY2019 transfers. This combined with actions taken last year by the Kansas Legislature would, if approved, leave \$160 million more in the Kansas Department of Transportation coffers.

Newly-elected U.S. Representative Sharice Davids (D-Kansas) was also appointed to serve on the House Transportation and Infrastructure Committee. This will be a great opportunity to have a Kansas voice in Washington fighting for federal transportation dollars.

KANSAS LEGISLATIVE HOTLINE

The Kansas Legislative Hotline is **800- 432-3924** and available all year, Monday through Friday, 8:00 a.m. to 5:00 p.m. On weekends, questions can be emailed or left on the answering machine. Reference librarians with Kansas legislative research experience will follow up on Monday.

Instant Message chat is also available at the same times. “Ask a Librarian” can be accessed through the State Library, <https://kslib.info/197/Ask-a-Librarian>.

Typical questions received by the librarians correspond to the activities of the legislative session: who is my legislator, how do I contact them, what is the bill number, how do I testify, what is the status of a bill? Later in the session, the questions are more about amendments, rules and deadlines. After the legislative session ends, the hotline continues to receive calls from Kansans wanting to know if a bill passed or died, how they can see the final version, the effective date, and where will the bill be codified in the statutes.

BOARD MEMBER SPOTLIGHT



My name is Kelly Peetoom, and I am the current Vice President of the Olathe Convention and Visitors Bureau. I have had the pleasure of leading this group for the past four years. Prior to that I worked for Visit Overland Park for 10 years in multiple capacities.

Interesting tidbits about me, I was born in Puerto Rico and lived overseas in multiple locations (my dad was in the Navy for 20+ years). In my personal time I like to golf, play guitar, BBQ, watch the Chiefs/Royals and hang out with my wife and daughter. Olathe is a city that has a unique history and progressive future. It is home of the cowboy boot and still has an operating stage coach and farmstead. This city is also host to numerous corporation that are molding our future i.e. Garmin, John Deere, Farmers Insurance, AIG Insurance, and many others.

I have only been involved in TIAK for the past six years. I attended the Annual Conference and Destination Statehouse but did not get fully involved until Olathe hosted the 2015 Annual Conference. Since then I have been on a few committees and just recently moved from the Vice President's position to the Chair Elect role. The biggest benefit of TIAK is the education and opportunities to meet with your industry peers. So many ideas, tips, and knowledge can be gained by networking with other DMO's. This industry is ever evolving; therefore, you can never say I know everything about this business. Get involved it will only benefit you.

FAREWELL MESSAGE TO TOURISM INDUSTRY

By Linda Craghead, Former Interim Secretary, Kansas Department of Wildlife, Parks and Tourism



I write this note to you with a heavy heart but hopeful spirit. As a new chapter starts in Kansas history, a new chapter starts for me as well. I've been advised the new administration is not in need of my services so I'm on to the next adventure in my life. As a tourism team, together we have accomplished SO much over the last eight years. Kansas has seen eight straight years of growth in its tourism economy. Since 2011, visitor spend has risen 44% to a record \$6.8 billion, visitation has rose substantially and transient guest tax receipts have seen a \$17 million increase. Additionally, since 2011:

- Kansas growth of travel employment grew 100% faster than the rest of the economy.
- Grassroots initiatives created three new byways and expanded two others.
- Investors added multiple hotel rooms throughout our larger cities.

I leave knowing that you have a wonderful, creative team of people in the state tourism office that will continue to do great things for the people of Kansas. Be sure to support them all you can into the future. Since a lot of what they do is behind the scenes, you may not realize how hard they work on your behalf. Their passion, creativity, dedication, etc., is unrivaled....and what they do, they do for you and all the people of Kansas.

I wholeheartedly wish our new administration great success in growing our state's economy and ensuring an even better quality of life for Kansans....for without the success of our leadership, our state suffers. Regardless of your politics, please cheer them on. Let's all pull together to help create a brighter future for all.

On behalf of all of the staff and members at TIAK, we wish Linda the best in her future adventures and thank her for dedicated service to the tourism industry in Kansas!



Educate yourself in 2019 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

Instagram Story Advertising in 2019
February 27

Making Compelling Digital Banners for Meetings Marketing
March 7

Using Brain Science to Motivate Yourself & Visitors
April 4

Get more information on these upcoming webinars [HERE](#).



RECORDED COURSES

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

DESTINATION STATEHOUSE

SAVE THE DATE



Travel Industry
Association of Kansas

February 6, 2019



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. Register at <https://www.ustravel.org/events/DCH>.

2019 DESTINATION STATEHOUSE

Join your fellow destination marketing organizations to bring a cumulative message to the Capitol City on February 6. Travel professionals must strive for positive and cooperative relationships with local and state elected officials to advance and promote the tourism industry in Kansas.

We'll start the day with issue briefings and educational presentations followed by the traditional Buffalo Lunch in cooperation with the Kansas Department of Wildlife, Parks and Tourism. Members will also have the opportunity to visit one-on-one with their Legislators, attend committee meetings, observe House and Senate Sessions, and participate in a Statehouse tour. The event will conclude with an evening reception for lawmakers at the Ramada Convention Center.

Make a Difference | Let Your Voice Be Heard | Participate in the Process

Tentative Agenda

- 9:30 a.m. Check-in & Networking, Statehouse Visitor Center
- 10:00 a.m. Welcome by Secretary Brad Loveless, KDWPT
- 10:30 a.m. Briefings and Educational Presentation by Ethan Patterson, Chief of Staff, Senate Majority Leader
- 11:00 a.m. Statehouse Briefing by TIAK Staff & Advocates
- 11:15 a.m. Observe Kansas House in Session, 4th floor West Wing or Office Visits with Elected Officials
- Noon Buffalo Lunch with your Kansas Legislator, 2nd floor North Wing
ArrivaLIST Community Awards Announced
- 1:30 p.m. Office Visits Continued or Attend Committee Meetings
- 2:00 p.m. Popcorn Break at the Statehouse for Kansas Legislators
2nd floor North Wing
- 2:30 p.m. Observe Senate in Session, 4th floor East Wing
- 2:45 p.m. Additional Education Opportunity in Visitor Center Auditorium
- 3:45 p.m. Statehouse Tour
- 5:00 p.m. TIAK Legislative Reception at Ramada Convention Center



U.S. TRAVEL'S 2019 PRIORITIES

By: Roger J. Dow, President and CEO

At the forefront of a new year, I would like to outline key priorities that U.S. Travel will advance in 2019 in pursuit of our mission to grow travel to and within the United States. U.S. Travel's work is enabled through your support, and our team is grateful for your continued engagement and excited about the opportunities ahead for travel.

Our efforts are guided by a new three-year Strategic Plan that we will share with you next week. We developed this plan with valuable input from U.S. Travel's executive committee and board members, ensuring alignment across three key areas—advocacy, member value and growth—to help us collectively succeed.

We will advance **ADVOCACY** that enables our members' success by:

- Meeting with every elected official new to the 116th Congress, with a goal of doing so in the first quarter of the year.
- Working with Congress and the administration on policies that increase inbound travel—including the renewal of Brand USA, repositioning the security-focused Visa Waiver Program, and improving U.S. visa processing; recommendations also proposed by the U.S. Travel and Tourism Advisory Board.
- Partnering with the Department of Homeland Security and its agencies on data and entry security, including the expansion of Preclearance, Global Entry and TSA Precheck, and supporting the use of biometrics to improve security and enhance efficiency.
- Shaping the policy discussion on travel infrastructure by promoting a set of principles to modernize our airports, improve our surface transportation and address the deferred maintenance backlog in our national parks.
- Growing the Travel PAC even further, now that we're pacing to become a million-dollar PAC (over a two-year cycle), to help deepen our bench of travel champions in Congress and enhance our political reach.
- Remaining able to swiftly respond to headwinds, industry trends and emerging issues—such as "overcrowding"—that have the potential to affect travel.

We will provide **MEMBER VALUE** driven by our industry leadership by:

- Continuing to deliver gold-standard research and insights, from our monthly Travel Trends Index to reports on the size and scope of the travel industry and the impact of policy on our industry and the U.S. economy.
- Producing and maintaining member-exclusive resources, including webinars, webcasts, toolkits, playbooks and travel impact calculators that help inform our members' work.
- Creating opportunities for our industry to collaborate and learn through councils, coalitions and committees.
- Focusing on enhanced member engagement through in-person meetings and presentations by U.S. Travel staff at industry events nationwide.
- Convening the industry at signature events—from Destination Capitol Hill to IPW and ESTO, and during activations such as National Plan for Vacation Day and National Travel and Tourism Week, that celebrate our industry.
- Creating an inclusive environment that values the contributions of diverse voices across a variety of industry sectors.

We will continue to **GROW** in alignment with our industry priorities by:

- Collaborating with industry associations and like-minded groups, such as the Visit U.S. Coalition, Meetings Mean Business Coalition and others, to produce research, resources and results that benefit our shared memberships.
- Expanding relationships with travel-related influencers and industries, including professional sports, retail, entertainment, tribal organizations and health and wellness groups, to grow beyond our traditional member portfolio.
- Creating membership task forces to inform and support critical issue areas, such as strategic growth opportunities and the evolution of IPW beyond its first 50 years.

Achieving our collective goals relies on your active involvement and support—and this remains critical in 2019. We look forward to working with each of you so we can be even more effective as advocates for our industry in Washington and beyond. Thanks for all you do, and my very best wishes for a prosperous year ahead.

LINDSBORG SESQUICENTENNIAL



Lindsborg is celebrating their sesquicentennial in 2019!

Many events are planned throughout the year to make certain that everyone has a chance to participate in the 150th anniversary party... that will last all year long. We invite you to participate in the fun, from being part of a living Dala horse to dancing to the music of an ABBA tribute band.

Curious? Check it at Lindsborg Sesquicentennial – 150th on Facebook.

Photo Caption: Former Lindsborg CVB director, Carla Wilson, unveils the newest addition to the Wild Dala herd, Legacy, on December 31.

HOSPITALITY HUB

WELCOME
to TIAK



LAWRENCE & SCHILLER
OUTTHINK. OUTDO.

CALENDAR OF EVENTS

Destination Statehouse
February 6, Topeka

TIAK Board Meeting
February 7, Topeka

Destination Capitol Hill
April 10-11, Washington D.C.

Governor's Council on Tourism Meetings
March 2, June 1, September 7, December 7

Open to the public, 10:00 a.m. to 3:00 p.m. at Curtis State Office Building
(1000 S. Jackson St. in Topeka)

JOB OPPORTUNITY

The City of Greensburg is accepting applications for **Convention & Tourism Director/Big Well Museum Director**.

Responsibilities include marketing Greensburg/Kiowa County to visitors, group tours and events, operations of The Big Well Museum, management of the city's social media accounts and websites. A full job description and more information can be found at <https://bit.ly/2S2YErf>.



Travel Industry Association of KS
825 S. Kansas Ave., Ste. 502
Topeka, KS 66612
(785) 233-9465
www.tiak.org