



# KANSAS

DEPARTMENT OF COMMERCE & HOUSING

Bill Graves  
Governor

Gary Sherrer  
Secretary

April 24, 1995

Dear Conference Participant:

This fall there will be a National White House Conference on Travel and Tourism in Washington, D.C. where nine key industry issues will be discussed. This conference will help formulate a comprehensive national strategy to fulfill the industry's economic potential, i.e. job creation, export growth, and increased return on investment. Further, the conference will raise the visibility of this under-recognized industry among policy makers and the general public.

Prior to that conference, each state is encouraged to have a "State White House Conference on Travel and Tourism" which will provide the opportunity to discuss the issues and submit recommendations to the National White House Conference Committee. Additionally, each state will select a specific number of delegates who may attend the national conference to represent their state. Kansas will have four delegates, plus the governor and the state travel director. Delegates will be responsible for their own expenses.

The Travel and Tourism Development Division invites you to the Kansas White House Conference on Travel and Tourism which will be held in Topeka, June 13, 1995 at the Kansas Expo Centre. Your expertise in the tourism industry is important to the success of our state's conference. Therefore, I am enclosing a registration form, as well as a delegate application if you are interested in being a delegate for our state. Delegates will be selected by a committee of tourism industry people, prior to our conference.

We are eager to have all facets of our tourism industry represented at this conference, so we encourage you to plan on attending as your input is valuable to us. Hope to see you June 13th in Topeka!

Sincerely

Norine Kruse  
Director  
Travel & Tourism Development Division