



**KANSAS  
WHITE HOUSE  
CONFERENCE ON  
TRAVEL &  
TOURISM**

JUNE 13, 1995

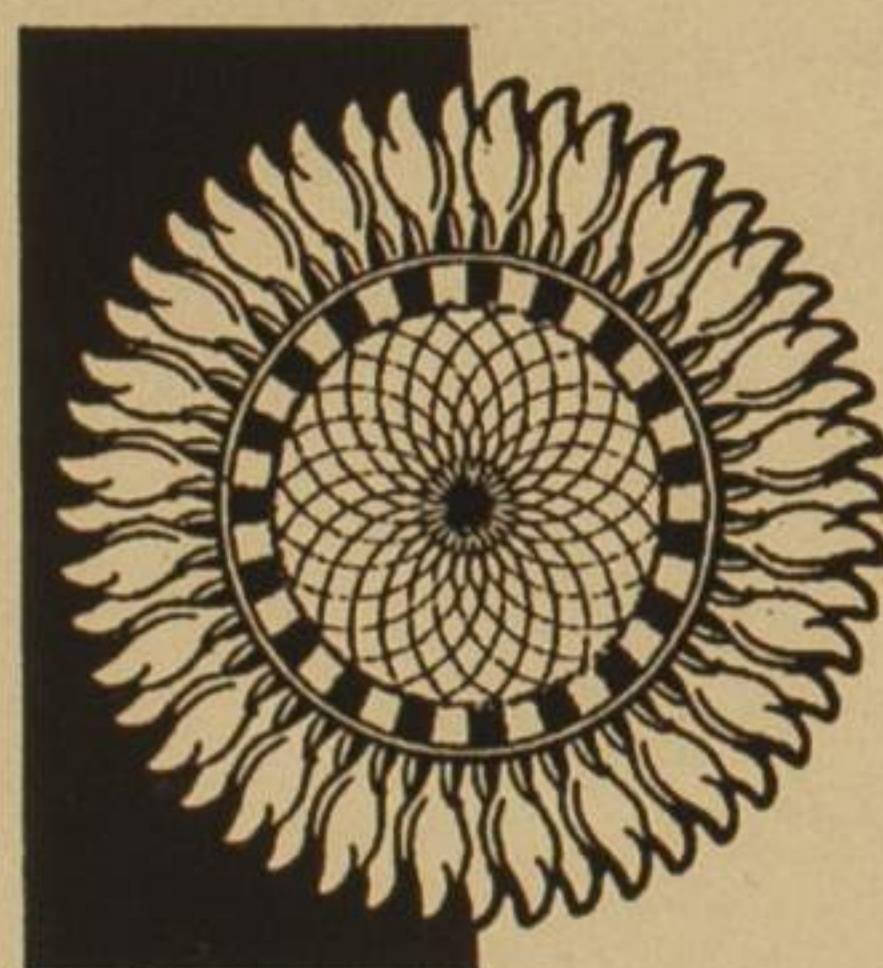
KANSAS EXPOCENTRE

TOPEKA, KANSAS

SPONSORED BY:

KANSAS DEPARTMENT OF COMMERCE & HOUSING,  
TRAVEL & TOURISM DEVELOPMENT DIVISION

AAA OF KANSAS



Dear Conference Attendees,

Welcome to the Conference! I appreciate you gathering to provide input on the nine issues which will be addressed at the National White House Conference this fall in Washington, D.C.

I truly recognize the importance of tourism in Kansas and I understand that it sustains many smaller rural communities as other sources of revenues have diminished in those areas. Tourism, employing over 37,000 people in our state, is a major contributor to the state's economy and plays an important role in our wonderful quality of life.

This conference represents a great opportunity to bring so many different aspects of your industry together and I'm sure you will be successful in offering positive recommendations.

Good luck and my best wishes for a successful meeting!

Bill Graves

Governor  
State of Kansas

*"The travel and tourism industry is one of the unsung heroes of our economy. Your businesses employ more than six million Americans and, equally important, international tourism is one sector of our economy that consistently generates a trade surplus. This White House Conference will provide you and your colleagues an opportunity to meet with leaders in the Executive branch and Congress, and, I hope, develop a shared vision—both of the industry's future and the role of the industry in our nation's future."*

**President Bill Clinton**

*"The White House Conference on Travel and Tourism is a once in a lifetime opportunity for this industry to underscore the enormous impact it makes on the American economy. The White House Conference will not be window dressing and rhetoric. It will be a directed, comprehensive effort with specific outcomes and recommendations that will ensure growth of this industry."*

**Greg Farmer, Under Secretary of Commerce for Travel and Tourism**

*"What a great opportunity for the people of Kansas to have input on these important issues to be covered at the national conference. Tourism deserves more recognition for the vital role it plays in our state's economy and this administration is dedicated to supporting your efforts in marketing our state as a travel destination."*

**Gary Sherrer, Secretary, Kansas Department of Commerce & Housing**

*"The White House Conference on Travel & Tourism provides the travel and tourism industry with an unprecedented forum to outline the challenges it faces and the opportunities it has to produce jobs and provide economic stability and growth throughout the nation."*

**Robert L. Darbelnet, AAA, President**

**KANSAS WHITE HOUSE CONFERENCE ON TRAVEL AND TOURISM**

**REGISTRATION FORM**

Name(s) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City, state, zip \_\_\_\_\_  
Phone \_\_\_\_\_

Return this form to:

Travel and Tourism Division  
700 SW Harrison St., Suite 1300  
Topeka, Ks 66603-3712  
Attn: Janet Boskill  
(913) 296-7091 Fax (913) 296-6988 TTY (913) 296-3487

Enclosed is my registration fee of \$20.00 each for \_\_\_\_\_ Person(s) \$ \_\_\_\_\_

Please make checks payable to:

Travel and Tourism Division

Fee includes all conference materials, lunch, and breaks.

Registration Deadline: June 1, 1995

**CANCELLATION POLICY:** Full refund 3 business days prior to event. Full registration fee will be retained thereafter.

\_\_\_\_ Yes, I would like to receive a copy of Travel & Tourism Issue Papers before the conference.