

CONFERENCE AGENDA

Morning

- 7:45 a.m.- Registration/Coffee & light refreshments
8:15
- 8:30 - General Assembly
9:20 **Opening Remarks:** Secretary Gary Sherrer, Department of Commerce & Housing
Governor Bill Graves also invited
- 9:30 - Concurrent Sessions on Conference Issues
10:30
- 10:30 - Break
10:45
- 10:45 - Concurrent Sessions on Conference Issues
11:45
- 11:45 - Lunch - Heritage Hall
1:15
- Conference Remarks:** Phil Jones, Director of Legislative & Intergovernmental Affairs, USTTA
- Speaker:** Kathy Sudeikis, CPC, Vice-President of Corporations, All About Travel & King Travel
Past President, America Society of Travel Agents (ASTA)

Afternoon

- 1:30 - Concurrent Sessions on Conference Issues
2:30
- 2:30 - Break
2:45
- 2:45 - General Assembly
4:00
- 4:00 Adjourn

BREAKOUT SESSIONS

CONFERENCE ISSUES

1. RESEARCH - A Tool for Guiding Economic Growth
Facilitators: Kathy Reid, Nicholson-Reid Group, Overland Park, KS
Pat McKee, Abilene Convention & Visitors Bureau, Abilene, KS
River Room A
2. TECHNOLOGY - Keeping Pace with Change
Facilitator: Nick Jordan, The Hospitality Group, Overland Park, KS
River Room B
3. INFRASTRUCTURE DEVELOPMENT - Preparing for the 21st Century
Facilitators: Susan Pikrallidas, AAA, Washington DC
Deb Miller, Director Planning & Development, KDOT, Topeka, KS
Bison Room A
4. PRODUCT DEVELOPMENT - Keeping Pace with Changing Demand
Facilitator: Pete Anderson, Maupintour Travel, Lawrence, KS
Bison Room B
5. PROMOTION - Key to the Global Marketplace
Facilitator: Judy Billings, Lawrence Convention & Visitors Bureau, Lawrence, KS
Pioneer Room
6. FACILITATION/REDUCTION OF BARRIERS - Putting out our Welcome Mat
Facilitator: Gil Langley, Executive Director, America's Heartland, Kansas City, MO
Homestead Room A
7. EDUCATION/TRAINING - Job Creation and Customer Satisfaction
Facilitator: Pat Altwegg, Cloud County Community College, Concordia, KS
Homestead Room B
8. ENVIRONMENTAL CONCERNS - Preserving a Path to the Future
Facilitator: Marv McCown, El Dorado Convention & Visitors Bureau, El Dorado, KS
Wheat Room A
9. TRAVELER SAFETY AND SECURITY - An Industry Challenge
Facilitators: Jim Hanni & Mitch Fuqua, AAA Kansas, Topeka KS
Wheat Room B