



Helping You Be Your Very Best

*New technologies, changing marketing opportunities,
ever changing customer preferences.....*

*Are you ready for what's next? Learn more
today for a more profitable tomorrow.*

**BBIM 2010
EDUCATIONAL
CONFERENCE**

**FEBRUARY 8-9, 2010
COLUMBIA, MISSOURI**

HOLIDAY INN SELECT EXECUTIVE CENTER

EXPERT SPEAKERS | INFORMATIVE WORKSHOPS | EXHIBITORS | NETWORKING OPPORTUNITIES

BBIM cares enough for you to help you be your very best. Our goal is to provide you with tools for future profitability at the 2010 BBIM Educational Conference.

Education is a key component of the BBIM mission, and the annual educational conference is specifically planned to help you be better prepared for future success in our ever changing industry. Please join us in Columbia in February and take advantage of this opportunity to gain further insight into the issues that will impact the future of your business. This conference has been planned for you by innkeepers who care about you and the future of our dynamic industry.

CONFERENCE

Monday, February 8, 2010 | beginning at 1:00 pm

Tuesday, February 9, 2010 | concluding at 3:15 pm

SPECIAL EVENTS

TRADE SHOW | Monday, 1:00 pm until Tuesday, 12:00, noon

BANQUET & ENTERTAINMENT | Monday, 7:00 pm - 9:00 pm

LIVE AUCTION | Monday, 9:00 pm

BBIM BUSINESS MEETING | Tuesday, 10:30 am

KEYNOTE ADDRESS | "BACK TO OUR FUTURE" Jerry Phillips, Owner of Rittenhouse Inn Bed and Breakfast, Bayfield, WI; and past CEO, PAII (Professional Association of Innkeepers International)

TECHNOLOGY WORKSHOPS

WINDOWS 7 | Should I upgrade? What are the pitfalls? What are the benefits?

FACEBOOK FOR YOUR BUSINESS | How will it generate revenue for your inn?

BED & BREAKFAST WEBSITES | Rich Media Design presents various ways to show pictures on your website.

TECHNOLOGY OPEN FORUM | Q & A

MARKETING WORKSHOPS

INN-STANT POINTERS | From Goofs & Oops to B&B Best

MY TOP TEN MARKETING IDEAS FOR 2010 | Focusing on marketing we can afford that will still get the job done.

OPERATIONS WORKSHOPS

SO YOU'RE SELLING YOUR INN | Exit strategies for innkeepers.

PRESIDENT'S PANEL | Open forum discussion of issues of interest to you led by current and past presidents of BBIM.

SPEAKERS LIST

JEFF ARCHULETTA | BBIM Past President

GARY BLANKENSHIP | BBIM Past President and Banquet Speaker

RICK CARPENTER | BBIM Past President

HELEN COOK | Bed & Breakfasts For Sale, Amelia Island, FL

MARK HUNSAKER | Technology Center, Springfield, MO

CATHY MCGEORGE | BBIM Past President

JERRY PHILLIPS | Rittenhouse Inn, Bayfield, WI

ALLAN SCHILTER | Conference Director

LINDA SCHILTER | BBIM Past President

BILL WAYNE | BBIM President

MARY WHITE | BnB Finder.com, New York, NY

TRISHA WISCHMANN | BBIM Past President

CONFERENCE LOCATION

HOLIDAY INN SELECT EXECUTIVE CENTER | 2200 I-70 Drive SW, Columbia, MO 65203., 573-445-8531 A special rate of \$91.90 plus tax is being offered to conference participants who make reservations before January 25, 2010. Please ask for the BBIM Conference group rate.

Directions: The hotel is located at 2200 I-70 Dr SW. Take Exit 124 (Stadium Blvd) off of Interstate 70. After exiting Interstate 70 go south to the first intersection and turn right at I-70 Dr SW. The hotel is located on left hand side.

Come! *Enjoy!* *Learn!*



REGISTRATION FORM | Registration is easy. Choose one of the following—

INTERNET | www.bbim.net/conference/columbia2010

MAIL | BBIM, 402B W. Mt. Vernon Street, #177, Nixa, MO 65714

FOR MORE INFORMATION CALL OR EMAIL | Allan Schilter: 417-581-3839, reservations@dearsrest.com or Amy Brower: 417-209-7702, amy@freelance-bookkeeping.com

PAYMENT OPTIONS

CREDIT CARD | Please register and provide credit card information online at our website, www.bbim.net/conference/columbia2010 to pay through PayPal.

CHECK OR MONEY ORDER | You may complete the registration form online and print it, or you may fill out this reservation form. Send the completed registration along with your check or money order to the address indicated above.

CANCELLATION POLICY

A fee of \$20 per change will be charged for changes to your registration. Registration cancellations received in writing by January 30, 2010 will be refunded less a \$20 administration fee.

No refunds after January 30, 2010.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Inn/Business Name: _____

Member of Bed and Breakfast Inns of Missouri (BBIM)? Y N

Additional Attendees Name(s): _____

CONFERENCE CALCULATOR | **Early Bird Rates: Payment must be post-marked or processed online by January 15, 2010.** *The rate for members and non-members is the same.*

First Person: _____ \$120

Additional person(s) _____ \$75 each

Persons NOT registered for the conference but attending the banquet _____ \$40 each

If postmarked or processed online after January 15, 2010 _____ \$25 each

Total amount due: \$ _____