

2009 Spring Heartland
BBIM & KBBA Conference

"SHOW ME" the Money--Keeping Tourist Dollars in the Midwest
March 2, 3 & 4, 2009.

Keynote speaker; Jay Karen, Executive Director of P.A.I.I.

Additional key events during the conference are:

* BedandBreakfast.com/RezOvation full day Internet Intensive workshop with lunch included.

* Association meetings for BBIM & KBBA.

* Topical workshops custom-made for innkeepers.

Top-notch entertainment includes renowned Truman impersonator/entertainer Neil Johnson and 'String Side Up' a Celtic and traditional musical group.

Event Schedule

Monday, March 2nd:

10:00 a.m. - Registration desk opens, coffee & pastries available.

10:30 - 4:30 p.m. - Internet Intensive Workshop from

BedandBreakfast.com/RezOvation/Webervation; complimentary lunch included;
advanced reservations required. Room: Santa Fe A

5:30 - 7:00 p.m. - Trade Show/Welcome reception. Cash bar, appetizers. Room: Oregon/Calif.

Tuesday, March 3rd:

6:30 a.m. - Full hot breakfast buffet in hotel lobby (Included in registration fee).

8:00 a.m. - Registration desk opens. Vendors available from 8am till 6pm.

8:30 - 9:45 a.m. - Opening of General Session. Room: Independence

Welcome by Conference Co-Chair Lois Hoover (BBIM)

Keynote Address by Jay Karen, Executive Director of P.A.I.I.

9:45 - 10:30 a.m. - Break time. Meet with vendors. Room: Oregon/California

10:30 - 12:00 p.m. - Workshops, Block 1. (See additional page)

12:00 - 1:30 p.m. - Conference luncheon. After meal entertainment provided by Truman
impersonator/entertainer Neil Johnson. Room: Oregon/California

1:30 - 2:45 p.m. - State association business meetings

BBIM: Room - Oregon; KBBA: Room - California

2:45 - 3:45 p.m. - Break time. Meet with vendors. Room: Oregon/California

3:45 - 5:00 p.m. - Workshops, Block 2.

5:00 - 6:30 p.m. - Break. Meet with vendors. Room: Oregon/California

6:30 - 8:30 p.m. - Banquet, cash bar. Entertainment - 'String Side Up'. Room: Oregon/California

Wednesday, March 4th:

7:00 - 8:30 a.m. - Full hot breakfast buffet in hotel lobby.

8:30 - 10:00 a.m. - Workshops, Block 3.

10:00 - 10:15 a.m. - Break.

10:20 - 11:45 p.m. - Workshops, Block 4.

End of Conference.

Workshop Options:

Block 1: Tuesday 10:30 a.m. - 12:00 p.m.

- Terry Hammer - 'The Perfect Storm: Surviving in Today's Economy'. Room: Independence A
- Larry Stevens and Kathy Marks-Petetit - 'Tips on Cooking with Flair for less \$\$\$\$'. Room: Independence B
- Pamela Lanier - 'It's Easy for Innkeepers to be Green'. Room: Independence C
- BedandBreakfast.com/RezOvation/Webervation - 10-15 minute 1 on 1 consultation about services/software. Innkeepers must pre-register. Room: Sante Fe A

Block 2: Tuesday 3:45 - 5:00 p.m.

- Ed Franko & Conrad Yates - Round table discussions. Innkeepers please bring topics you want to discuss. Room: Independence A
- Jay Karen - 'Pricing Strategies'. Room: Independence B
- Pamela Lanier - 'Innkeeping Forever - How to Avoid Burnout'. Room: Independence C
- BedandBreakfast.com/RezOvation/Webervation - 10-15 minute 1 on 1 consultation about services/software. Innkeepers must pre-register. Room: Sante Fe A

Block 3: Wednesday 8:30 - 10:00 a.m.

- Mike Freidmann - 'Evaluating Your Inn for Fun & Profit'. Room: Independence A
- Lisa Kolb - 'Website Marketing and Design Boot Camp'. Room: Independence B
- Bob Cohn - 'Preparing for AND Learning from Your Inspections'. Room: Independence C
- Connie Green - 'No Boring Bacon & Eggs Here' 8:30am - 9:30am; to be followed by Adrian Potter - 'Afternoon Tea & Etiquette' 9:30am - 10:00am. Room: Sante Fe A

Block 4: Wednesday 10:20 - 11:45 a.m.

- Gary Blankenship - 'Today's Marketing Roundtable'. Room: Independence A
- Lisa Kolb - 'Google Gadgets & More: Low Cost/No Cost Options'. Room: Independence B
- John Lamberton - 'Digital Photography Workshop'. Room: Independence C
- Terry Hammer - 'The Perfect Storm: Surviving in Today's Economy 2'. Room: Sante Fe A