

HELPING INNKEEPERS SUCCEED

BED AND BREAKFAST INNS OF MISSOURI SPRING

CONFERENCE

March 12, 14, 19 and 21, 2012

Invest in your future!

Don't miss this opportunity to gain additional tools to help increase your future success. BBIM is committed to this end, and that is the objective of the annual BBIM Spring Educational Conference. This year the conference is being conducted in four convenient regional locations. Why? To make it easier and more economical for members and non-members to attend.

This conference, planned exclusively for innkeepers by innkeepers, highlights some of the most useful information and best practices to make you the most successful innkeeper you can be. The 2012 BBIM Spring Conference offers:

- Expert speakers and informative workshops
- Great networking opportunities with other innkeepers

Attending the BBIM Spring Conference will provide you with:

- Renewed Enthusiasm – through the exchange of information related to innkeeping and the trends in our industry
- Practical Ideas – that can improve your bottom line, increase guest satisfaction and add to your health and happiness
- Wonderful New Friends – by networking during social time and in the workshops

CONFERENCE SCHEDULE (same at all locations)

9:15 to 10:15 Registration, Refreshments, Networking

10:15 to 11:30 BBIM Business Meeting featuring reports and plans for the future

11:45 to 1:00 Luncheon and Speaker

1:15 to 2:20 Concurrent educational sessions (2)

2:40 to 3:45 Concurrent educational sessions (2)

PROGRAM BY LOCATION

FULTON March 12th

Luncheon Presentation:

Tourism & Marketing your B&B by Jim Divicen, Executive Director, Tri County Lodging Association

Workshops:

Google Places-Keeping it Current, Lisa Kolb, Acorn Internet Services (Virtual presentation)

Once a month you should log into your Google Places account and make sure you update your coupons, your notes, your videos and images, and any other changes that may need to be adjusted. Once, a long, long time ago, you didn't have this control. Now you do, and a monthly check-up for these listings is always good for business.

Google Analytics and Beyond, Lisa Kolb, Acorn Internet Services (Virtual presentation)

You should be reviewing your unique visitors and bounce rates every month as compared to the same month last year. Also you should be reviewing top-referring sites as compared to your paid directories. This workshop will teach you the basics of how to use Google Analytics to Track your Traffic, and will explain other types of Tracking such as Benchmark Reporting and Booking Tracking.

Herb and Vegetable Gardening to enhance your breakfast presentation, James Quinn, Horticulture Specialist of University of Missouri Extension's Central Region

This former Michigan wholesale greenhouse salad green and herb grower will talk vegetables, herbs, and fruit with us. We'll discover 'growing opportunities' with our hospitality endeavors, learn about doing more with our personal vegetable gardens, and how to make easy fruit growing choices. Send in our questions in advance and Jim will tailor some of his presentation to your needs!

Stretching Your Food Dollars, Dixie Yates, Yates House Bed and Breakfast

Dixie, who teaches cooking classes and has written two cookbooks, will address a variety of cost effective options including making Greek yogurt, using Quinoa grain, attractive and tasty fresh and frozen fruit dishes, incorporating herbs and vegetables and the value of using local vendors

STE. GENEVIEVE March 14

Luncheon Presentation:

Top things that I see that Innkeepers do well and do not do well—all in the name of a Better Way to Stay, Jay Karen, CEO of PAII (presented by Skype)

Workshops:

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Is Your Business Prepared for a Disaster? Tara Whitchurch & Rob Stevens, Servepro Industries

Disasters most often cannot be prevented, but you can be prepared in the event they happen. Fifty percent of small businesses are ill prepared for the worst. You will leave this workshop with an Emergency Ready Profile that will ensure that you have done your best to protect your guests, your property and your wallet.

Breakfast Two Ways! Karen Kulberg, Main Street Inn and Cathy Brans, Inn St. Gemme Beauvais

Two experienced innkeepers, both with large B&Bs, have contrasting styles of carrying out their busy morning breakfast activities. They will share their experiences and lessons learned, and in doing so will engage you in a spirited discussion of how to make your mornings as efficient and guest satisfying as possible.

LIBERTY March 19

Luncheon Presentation:

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Workshops:

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Social Media Marketing, Paige Cahill, Regional Development Director, Constant Contact

Paige's quick wit and energy will get you all excited about social media marketing and blogging for your bed and breakfast. If you have not been into social media, this will get you started. If you are already into it, this presentation will expand your horizons.

Are You Ready for Breakfast Tomorrow? Executive Chef Mark Prece CEC, AAC, Hy Vee Grocery Company

Are you tired of fixing the same thing week after week for your guests? Do you need fresh ideas for innovative breakfast entrees, and garnishing and plating suggestions to brighten up whatever you prepare? If so, this is the session for you. Join Executive Chef Mark Prece as he provides us with great ideas to liven up our breakfast offerings.

OZARK March 21

Luncheon Presentation:

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Workshops:

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Succulent Provisions will Welcome Your Guests each Morning, Springfield Grocer Company Chefs, Hosted by Larry Stevens, The Dickey House B&B

You will be amazed at the variety you can present and still improve your bottom line. Springfield Grocer Company is a 147 year old company whose staff is trained in a wide range of food service and distribution disciplines. Several staff members have received certifications from the Culinary Institute of America. They will present the workshop and you can sample the results.

Today's Digital Cameras, you can do it! Gary Blankenship, Walnut Street Inn

Improve your images for your website/brochure/and social media outlets, for free! Every day we get bombarded with advice to improve the pictures and add video on our websites and Facebook pages. For "only" \$500 or more a day, a professional photographer will come in and do it for us, but I'm way too cheap to spring for that. That little digital camera you got (or gave) for Christmas has all the quality you need to improve your on-line photos. And it probably will produce HQ video as well. Let's look at five easy steps to make your photos and videos stack up to the \$500 ones!