

**païii**  
professional  
association of  
innkeepers  
international  
[//innkeeping.org](http://innkeeping.org)

**CONFERENCE  
& TRADE SHOW**

# inspire a great escape

we've introduced over a million travelers to unique inns & accommodations across the country



## create demand

**75%** of purchasers were not actively browsing prior to LivingSocial promotion



## attract new guests

**83%** of guests are new to the accommodation

## GK Productions Inc. spread the word



**76%** of guests recommend the experience to friends

ask one of our travel marketing experts at  
**booth 503/505** or email [paii@livingsocial.com](mailto:paii@livingsocial.com)  
about our exclusive special for paii members

SOURCE: all data based on LivingSocial ROI Study - Escapes, 2013

## proud partner of paii

successfully helped over 100  
paii members grow their business

livingsocial<sup>®</sup>

# *The 2015 Innkeeping Conference and Trade Show*

We are so excited to have you here! I love this industry and am thrilled you chose to travel to see us in New Orleans. I have attended most of these conferences (as a vendor) since 1998 in Albuquerque. This year's conference is chock full of speakers I want to hear. Mike Blumenthal and Daniel Craig are just a few of the many folks that will teach me a thing or two. I am always eager to meet new people, both vendors and innkeepers.

I have great fun at these conferences observing friends meeting in person for the first time since last year. I enjoy hearing your stories and listening to new ideas and opinions. In short, I get energy from the attendees.

Cheers!

**GK Productions Inc.**  
George E. Newman  
Executive Director, PAII

# Show Specials

## Purewater Baths by Sanijet:

50% off any tub ordered before 1/31/15; Extra set of jet pump assemblies with any tub order.

## Oreck/Bissell:

Buy a BG10 carpet deep cleaner and receive 31B6 upholstery tool and 30G3 complete cleaning formula free (= \$93 off!).

## Turkish Towels:

Free dozen Black Makeup wash clothes with \$500 purchase

\$10 off the Pesh/Terry Robe - Reg. \$55 wholesale, now \$45

Hourly Specials! Come spin the wheel!

## Victorian House Scones:

Private Label is available for our scone mixes. You may private label in two sizes - retail (16 scones/bag) and sampler (8 scones/bag). SHOW SPECIAL: The design fee is reduced to \$35 (1-2 flavors) up to a maximum of \$50 (multiple favors).

Place an order totaling \$50 or more at the show, and we will include a copy of our "User's Guide to Scone Making and Scone Mixes" free with your order.

## Sunset Hill Stoneware 2015 New Orleans Special

We're celebrating in New Orleans with a one-time savings event. From today until January 31, 2015, you may purchase any 10-12 oz. mug for \$8.00; any 14-16 oz. mug for \$9.00. Start your year strong and save when placing your brand in stone(ware).

- \$8.00 for 10-12 oz. mugs (normally \$9.50-\$10.00)
- \$9.00 for 14-16 oz. mugs (normally \$10.00- \$10.50)
- \$50 artwork set-up fee (standard is \$150)
- 100% down required
- Ask about our B&B Guarantee
- Promotion good through January 31, 2015

## Show Special

To appear on the website — Company: RezStream

Show Special: 20% off Reservation Software, Internet Marketing and/or Website Design

# Schedule Overview

*Sunday January 4, 2015*

## Association Leaders Day

When	What	Where
3:00pm-7:00pm	Registration Open	Grand Ballroom Foyer
4:00pm-8:00pm	Key Leaders Meeting (Innkeeping Association Leaders only)	Cambridge - 2nd Floor

*Monday January 5, 2015*

## Innkeeping Conference Begins!

When	What	Where
7:00am-7:00pm	Registration Open	Grand Ballroom Foyer
8:00am-9:30am	Exhibitor Intensive: Richard Aday, Think Reservations, Web-Based Tools to Skyrocket Your Business - What Your Reservation System Isn't Telling You	Grand Ballroom A
9:30am-5:30pm	Aspiring Innkeepers Program	Melrose - 3rd Floor
* 9:45am-10:45am	Linda Hayes, Comphy Co. & ijk Partners, ABC's of Running Your Inn	
* 10:45am-11:45am	Marc Kassouf, Quiet Creek Inn, Why B&Bs and Inns of All Sizes Need a PMS Reservations System and How to Choose the Right One	
* 11:45am-12:30pm	Lunch with Program Speakers and Aspiring Innkeeper Attendees	
* 12:30pm-1:20pm	Heide Bredfeldt, Inn Consulting Partners, The Personal Side of Innkeeping	
* 1:20pm-1:30pm	Break	
* 1:45pm-2:30pm	Dan and Patty Harrison, Hummingbird Inn, Marketing - Thinking Outside the Box	
* 2:30pm-3:15pm	Patricia Detwiler, Bed and Breakfast Consultant Service/Florida Bed and Breakfast Inns Association, Being A Regulatory Detective	
* 3:15pm-4:00pm	Hollie McHaggee, Claremont House Bed & Breakfast, 10 Illuminating Tips for Future Innkeepers	
* 4:00pm-4:10pm	Break	
* 4:10pm-4:50pm	TBD	

*Dinner on your own . . .*

*(HEY this is NEW ORLEANS! you'll find somewhere great)*

# Schedule Overview

*Tuesday January 6, 2015*

## *Innkeeping Conference*

When	What	Where
7:00am-5:30pm	Registration Open	Grand Ballroom Foyer
8:00am-9:30am	Opening General Session Welcome Address Keynote: Daniel E. Craig, Reknown, Advanced Online Reputation Management for Innkeepers Remarks by BedandBreakfast.com/RezOvation, Keynote Speaker Sponsors	Grand Ballroom A
9:45am-11:00am	Super Session: Mike Blumenthal and Aaron Weiche, Local U, Google Crystal Ball Remarks by Living Social, Speaker Sponsor	Grand Ballroom A
9:45am-11:00am	Super-Session: Chef Kevin Belton, New Orleans School of Cooking, Latest Food Trends and Praline Demo	HEC-B - 2nd Floor
11:00am-1:30pm	Vendor Hall Open	Grand Salon B-D
11:00am-12:30pm	Lunch Served in Vendor Hall	
1:30pm-2:45pm	Exhibitor Intensive: Josh Wise, RezStream, Introducing RezStream Cloud PMS – The Future Is Now!	Marlborough A - 2nd Floor
1:30pm-2:45pm	Marketing in Action Track: Nick Stafford, Living Social, Social Marketing: Macro and Micro Views	HEC-B - 2nd Floor
1:30pm-2:45pm	Innkeeping Professional Track: Pat McCauley and Corey Edwards, InsideOut Solutions, Content is King: Blogging is Your Tool!	
1:30pm-5:15pm	Vendor Appointments in Vendor Hall (1:30, 2:00, 2:30, 4:15, 4:45 and 5:15pm)	
2:45pm-4:15pm	Vendor Hall Open	
* 2:45pm-3:30pm	Dessert served in Vendor Hall	

*Tuesday Continues . . .*

# *Schedule Overview*

*Tuesday January 6, 2015 Continued*

## *Breakout Sessions*

When	What	Where
4:15pm-5:30pm	Operational Excellence Track: Tim Piper, Inn Consulting Partners, Profits Through Partners	Grand Salon A, 3&6
4:15pm-5:30pm	Strategic Marketing Track: Peter Scherman and Rick Wolf, The B&B Team, How to Gain Guest Loyalty from Millennials to Boomers	Marlborough B - 2nd Floor
4:15pm-5:30pm	Marketing in Action Track: Lisa Kolb, Acorn Internet Services, Design and Usability in a Growing Mobile World	Grand Ballroom A
4:15pm-5:30pm	Innkeeping Professional Track: Debbie Anderson, Victorian House Scones, LLC, Scone Making and Baking: A Laboratory Course (Let's Play with Our Food!)	HEC B - 2nd Floor
5:30pm-7:00pm	Reception in Vendor Hall (cash bar)	Grand Salon B-D



**Our life's work is in your hands.™**



# Schedule Overview

*Wednesday January 7, 2015*

## *Innkeeping Conference*

When	What	Where
6:45am-6:00pm	Registration / Service Desk open	Grand Ballroom Foyer
8:00am-9:15am	GENERAL SESSION Keynote: David Pearlman, Ph.D., Lester E. Kabacoff School of Hotel, Restaurant & Tourism, U of New Orleans, Industry Trends: Observations, Obstacles, and Opportunities Remarks by RezStream, Keynote Speaker Sponsor	Grand Ballroom A
9:15am-11:15am	Vendor Hall Open	Grand Salon B-D
* 9:15am-9:45am	Coffee Break in Vendor Hall - Sponsored by RezStream	Grand Salon B-D
11:15am-5:30pm	Vendor Appointments in Vendor Hall (11:15 and 11:45am; 3:00, 3:30, 4:00, 4:30, 5:00 and 5:30pm)	Grand Salon B-D
Breakout Sessions		
11:15am-12:30pm	Operational Excellence Track: Joe Hinske, Legare + Bailey + Hinske CPA, LLC, Rest Easy by Putting Your Taxes to Bed	HEC-B - 2nd Floor
11:15am-12:30pm	Strategic Marketing Track: Janice Hurley, BedandBreakfast.com, Trends in the B2B Industry	Grand Ballroom A
11:15am-12:30pm	Marketing In Action Track: Matt Bare, Q4Launch, 7 Strategies to Increase Traffic to Your Website	Marlborough B - 2nd Floor
11:15am-12:30pm	Innkeeping Professional Track: Liz Day, RezStream, Take a Journey with Your Guests Through Their Booking Experience	Grand Salon A, 3&6
11:15am-12:30pm	Vendor Hall Open	
* 12:30pm-1:30pm	Lunch served in Vendor Hall	Grand Salon B-D

GK Productions Inc.

*Wednesday Continues . . .*

# Schedule Overview

*Wednesday January 7, 2015 Continued*

## Breakout Sessions

When	What	Where
3:00pm-4:15pm	Operational Excellence Track: Scott Bushnell, Bushnell & Bushnell Services, Inc./The B&B Team, OTA's: Worthwhile Online Travel Agencies? Or Out to Take Advantage of Your Marketing Money?	HEC-B - 2nd Floor
3:00pm-4:15pm	Strategic Marketing Track: Matt Walters, The Canyon Collection; and Marc Kassouf, Quiet Creek Inn, Panel discussion: Growth Through Expansion and Other Innovative Ideas	Grand Ballroom A
3:00pm-4:15pm	Marketing in Action Track: Rachelle Jamerson-Holmes, Affordable Hospitality Solutions/Thee Matriarch Bed & Breakfast, Cost Effective Ways for Inns of Any Size to Increase Your Bottom Line	Grand Salon A, 3&6
3:00pm-4:15pm	Innkeeping Professional Track: Heide Bredfeldt, Inn Consulting Partners, How Not to Murder Your Partner	Marlborough B - 2nd Floor
4:30pm-5:45pm	Operational Excellence Track: Prudence Abeln, Dreamcatcher Bed and Breakfast, Training Inn Sitters so You Can Recharge Your Batteries	Grand Salon A, 3&6
4:30pm-5:45pm	Strategic Marketing Track: Steve and Nancy Sandstrom, Pineurs Inn, Green Lodging: The Sustainability Advantage	HEC-B, 2nd Floor
4:30pm-5:45pm	Marketing in Action Track: Lisa Kolb, Acorn Internet Services, SEO and How Google Really SEES Your Business	Marlborough B - 2nd Floor
4:30pm-5:45pm	Innkeeping Professional Track: Jeff Bryce, ResNexus, Red Carpet Service: Examining the Guest Experience Before, During and After Their Stay	Grand Ballroom A
6:30pm-7:30pm	Cocktail Party in Vendor Hall (cash bar)	Grand Salon B-D
7:30pm-10:30pm	Gala Dinner Celebration	Napoleon Ballroom

# Schedule Overview

*Thursday January 8, 2015*

## *Innkeeping Conference*

When	What	Where
7:30am-1:00pm	Registration Open	Grand Ballroom Foyer
8:15am-9:15am	General Session    Recognitions and Acknowledgments  Keynote: Troy Flanagan, American Hotel & Lodging Association, An Advocacy Update from AH&LA	Grand Ballroom A
9:15am-9:30am	Coffee Break	Grand Ballroom Foyer
9:30am-11:30am	Diving Deep - Panel Discussion: Airbnb - What Changes Do They Provoke in Our Industry?  Moderator: George Newman, Executive Director, PAll  Panelists: Troy Flanagan, AH&LA  Bonnie Rabe, Grand Victorian B&B and Professional Innkeepers Association of New Orleans (PIANO)  Kris Ullmer, Wisconsin Bed & Breakfast Association  Rick Wolf, The B&B Team  Interactive Audience Discussion with Panelists: AirBnB - Innkeepers' Perspectives and Questions	Grand Ballroom A
<p><i>Thank you to our Supporting Conference Sponsor, H-D Supply</i></p>		
<p>*Conference Schedule and Speakers subject to change</p>		

# *Details*

## *Yes. There's an App for this!*

The PAII Mobile App allows you to easily navigate and connect at the PAII Innkeeping Specialty Lodging Conference & Tradeshow – everything you need is literally right at your fingertips!

- \* View the event schedule by day, speaker, track...
- \* Create your own personalized schedule.
- \* Review speaker details, rate sessions and events.
- \* Zoom in and out on truly interactive maps - tap on pins to learn more about the exhibitor or session.
- \* Bookmark activities, speakers or exhibitors to come back to later
- \* Share photos and comments.
- \* Connect - Easily manage new connections.
- \* Choose to message other attendees directly—no phone number or email address needed.
- \* Export new contacts to help you stay connected long after the event.
- \* Connect to vendors or speakers to line up meetings with just a push of a button.

**SEE VENDOR APPOINTMENTS BELOW**

... the list of things the PAII Mobile App can do for you is endless! This app is a must have to make your PAII Innkeeping Conference & Tradeshow experience the best ever! Download it today!

### *Innkeeping Show Registration Desk*

Android Users



iOS Users





The Symbol  
of Sleep

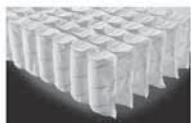
# Symbol Mattress

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years in the  
bedding  
industry!*



### Available Features



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THE USA!

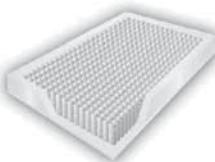
PREMIUM ENCASED COILS High quality fabric that wraps the coil, maximizes durability as well as minimizes friction and noise which allows the springs to react and conform to each person's individual contours.



SPECIALTY FOAMS including memory foam, latex and gel memory foam. Also available is the Symbol Deep Support System eliminates the "bouncy" feel of an innerspring while adding the comfort of what feels like a high performance specialty foam mattress.



CONTINUOUS COIL INNERSPRING The rows of springs are interconnected with 100% working wire, meaning every part of the surface flexes, to provide stability and body support. This is possible because the coil design allows the innerspring to progressively firm as it is compressed which allows support to strengthen naturally with added body weight.



FOAM ENCASED PERIMETER SUPPORT allows you to sleep right to the edge and still feel supported which eliminates the roll off feeling at the edge. This also allows you to sit comfortably on the edge without it feeling like it is going to collapse.

*Comfort. Quality. Value.  
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[www.symbolmattress.com](http://www.symbolmattress.com)*

*Richmond, VA / Reading, PA / Jasper, AL / Dayville, CT  
Olive Branch, MS / Watertown, WI / Orlando, FL*

# *Innkeeping Show Registration Desk*

Located on the First Floor near Grand Ballroom A

Sunday	January 4	3:00 pm - 7:00 pm
Monday	January 5	7:00 pm - 7:00 pm
Tuesday	January 6	7:00 am - 5:30 pm
Wednesday	January 7	6:30 am - 6:00 pm
Thursday	January 8	7:30 am - 1:00 pm

## ***Questions, Problems, or Concerns?***

Bring them all to the Registration Desk. Our staff and volunteers will be able to help you.

## ***Wear Your Name Badge***

Badges are required for admittance to all Innkeeping Show functions so make sure you have it before you leave your hotel room.

## ***Handouts***

Almost all of the materials from presenters should be available via the mobile conference app, and in the PAII website after each conference. We hope this cuts down on paper use and extends our stay on this planet [[? Is this true?]]

## ***Wireless Access***

Hotel sleeping rooms have complimentary WiFi. WiFi is also available in the hotel's public rooms, but not in the session rooms.

## ***Presentation Tracks***

You will notice that certain programs in the schedule are designated by a specific track. "Operational Excellence," "Strategic Marketing," "Marketing in Action," or "Innkeeping Profession". These tracks highlight the programs emphasis on certain aspects of the innkeeping business.

## ***Exhibitor Intensives***

These sessions are paid for by the company making the presentation. Attendees who are interested in their products or services may attend and can expect an informative session that may include sales information.

## ***Vendor Appointments***

One-on-One's: Attendees and exhibitors/vendors can use the mobile conference app to communicate directly with each other, and to request one-on-one appointment times and set a meeting place. The Vendor Hall is always a good meeting location. Here are times available to set appointments:

- Tuesday, January 6: 1:30, 2:00, 2:30, 4:15, 4:45 and 5:15pm
- Wednesday, January 7: 11:15 and 11:45am; 3:00, 3:30, 4:00, 4:30, 5:00 and 5:30pm

Please be aware: During times that the Vendor Hall is closed to general attendees, attendees must have a confirmed appointment with a vendor in order to gain admittance.

This feature is offered as a convenience for attendees and exhibitor/vendors. Conference organizers will not be scheduling or organizing these one-on-one appointments.

*Thank You to our Sponsors*



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# *Vendor Specials !*

## *Purewater Baths by Sanjet:*

50% off any tub ordered before 1/31/15; Extra set of jet pump assemblies with any tub order.

## *Oreck/Bissell:*

Buy a BG10 carpet deep cleaner and receive 31B6 upholstery tool and 30G3 complete cleaning formula free (= \$93 off!).

## *Turkish Towels:*

Free dozen Black Makeup wash clothes with \$500 purchase \$10 off the Pesh/Terry Robe - Reg. \$55 wholesale, now \$45 Hourly Specials! Come spin the wheel!

## *Victorian House Scones:*

Private Label is available for our scone mixes. You may private label in two sizes - retail (16 scones/bag) and sampler (8 scones/bag). SHOW SPECIAL: The design fee is reduced to \$35 (1-2 flavors) up to a maximum of \$50 (multiple favors). Place an order totaling \$50 or more at the show, and we will include a copy of our "User's Guide to Scone Making and Scone Mixes" free with your order.

## *InnStyle:*

# GK Productions Inc.

- \* We have a drawing at our booth for \$100 gift certificate to InnStyle on Tuesday and on Wednesday.
- \* We have many handouts of product samples at our booth.

## *Sunset Hill Stoneware 2015 New Orleans Special*

We're celebrating in New Orleans with a one-time savings event. From today until January 31, 2015, you may purchase any 10-12 oz. mug for \$8.00; any 14-16 oz. mug for \$9.00. Start your year strong and save when placing your brand in stone(ware).

- \* \$8.00 for 10-12 oz. mugs (normally \$9.50-\$10.00)
- \* \$9.00 for 14-16 oz. mugs (normally \$10.00- \$10.50)
- \* \$50 artwork set-up fee (standard is \$150)
- \* 100% down required
- \* Ask about our B&B Guarantee
- \* Promotion good through January 31, 2015

## *RezStream*

Show Special: 20% off Reservation Software, Internet Marketing and/or Website Design

# *Food for Innkeepers*

*Monday 5 January*

*5:30 pm-7:00 pm:*

*Opening Reception in the Vendor Hall, Grand Ballroom B.*

*Tuesday 6 January*

*11:00 am-12:30 pm:*

*Lunch in Vendor Hall Grand Ballroom B*

*2:45 pm-3:30 pm "*

*Break - Vendor Hall - Dessert*

*5:30 pm-7:00 pm:*

*Reception in Vendor Hall*

## **GK Productions Inc.**

*Wednesday 7 January*

*9:15 am-9:45 am:*

*Coffee Break in Vendor Hall*

*12:30 pm-1:30 pm :*

*Lunch in Vendor Hall Grand Ballroom B*

*6:30 pm - 7:30 pm:*

*Cocktail Party in the Vendor Hall*

*7:30 pm - 10:30 pm:*

*Gala Dinner Celebration*

# *Hotel*

*Our home for the duration of the show is the*

## ***Hilton New Orleans Riverside Hotel.***

*Check-in: 3:00 pm*

*Check-out: 12:00 pm*

## **GK Productions Inc.**



The leading web-based Bed and Breakfast software that enables Innkeepers to save time, increase occupancy, and run their business online securely from anywhere.

## **GET 6 MONTHS FREE\***

Your time and money are precious. Join us for "Six Ways to Work Smarter with RezOvation Web" at any of the following times.

Tuesday at 12:30 or 3:15 p.m.

Wednesday at 9:45 a.m. or 1:45 p.m.

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Stop by Booth 301 to meet the team, enter a drawing for a wine of the month club and sign up for your free six months of RezOvation Web!\*

\*Offer applies to new customers only.



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## More than just a listing

Innkeepers who use BedandBreakfast.com get more than just a listing, they get a true marketing partner. Our goal is simple – to arm our members with the tools they need to help their business thrive:

- Access over 15 million site visitors yearly
- Double bookings with our Online Reservations Program
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- Up-to-date listing performance statistics
- Access to free webinars and educational articles from industry experts as well as traveler statistics and poll data

**GK Productions Inc.**

Attend one of  
our sessions

**New at BedandBreakfast.com**  
Matt Laessig, GM, 11/18 at 4pm

**Yield Management –  
Pricing and Promotion to maximize profit**  
Tim Wilson, 11/19 at 4pm

**Industry Stats Unveiled -  
Find Where You are Failing**  
Janice Hurley, 11/20 at 10:15am



# New Orleans

## Downtown

In New Orleans, the Central Business District (CBD) is the city's downtown. The boundaries for the CBD roughly fall at Canal Street to Poydras and from Claiborne Avenue to Tchoupitoulas Street. Due to its close proximity to the French Quarter many of the city's hotels reside within the CBD. The neighborhood is also home to some of New Orleans favorite cocktail bars and many fabulous restaurants. The adjacent neighborhood, the Warehouse District, begins at Poydras Street and ends at Calliope at the I-10 overpass, and is known as the city's arts district. Young professionals, empty nesters and even families who desire to be close to numerous dining and entertainment options and the action of the French Quarter call these neighborhoods home.

## The American Sector

After the Louisiana Purchase in 1803, American residents settling in the city sought to establish neighborhoods and a culture distinct from those New Orleanians of European descent. While the French Quarter and Jackson Square acted as the hub for Creole life, just above Canal Street residents created what became known as "The American Sector". Over the years the neighborhood established itself as the center for city business and visitors will observe businesses, bars and clubs within a variety of architectural styles from modern high-rise office buildings to quaint 19th century row homes to renovated warehouses.

The heart of this new neighborhood was Lafayette Square. Designed in 1788, Lafayette Square was the American response to Jackson Square and is flanked by interesting architecture such as Gallier Hall and St. Patrick's Church. Built in 1845, Gallier Hall, a grand building in the Neoclassical style, served as New Orleans City Hall from 1853-1956 and its fluted ionic columns make for a great photo opportunity. St. Patrick's Church, built in 1840, was named a National Historic Landmark in 1975 and retains many of its original finish, including an impressive mural at the main altar. Lafayette Square is now home to the popular Wednesdays in the Square, a free concert series showcasing top New Orleans talent on Wednesday evenings in the spring and fall.

## Arts District

Just a few blocks uptown, the Warehouse District is alive with activities celebrating the arts. Museums such as the Contemporary Arts Center (900 Camp Street) and the Ogden Museum of Southern Art (925 Camp Street) can be found in the Warehouse District as well as dozens of art galleries, many clustered on Camp and Julia. An Art Walk is held the first Saturday of each month from 6-9 pm with galleries in the neighborhood opening their doors to showcase their wares. And as a designated Louisiana Cultural District, there is no sales tax charged on any original works of art sold in the Arts District!

Other attractions in the area include the National World War II Museum, the Ernest N. Morial Convention Center and cruise ship terminals.

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## MINIMUM ORDER REQUIRED

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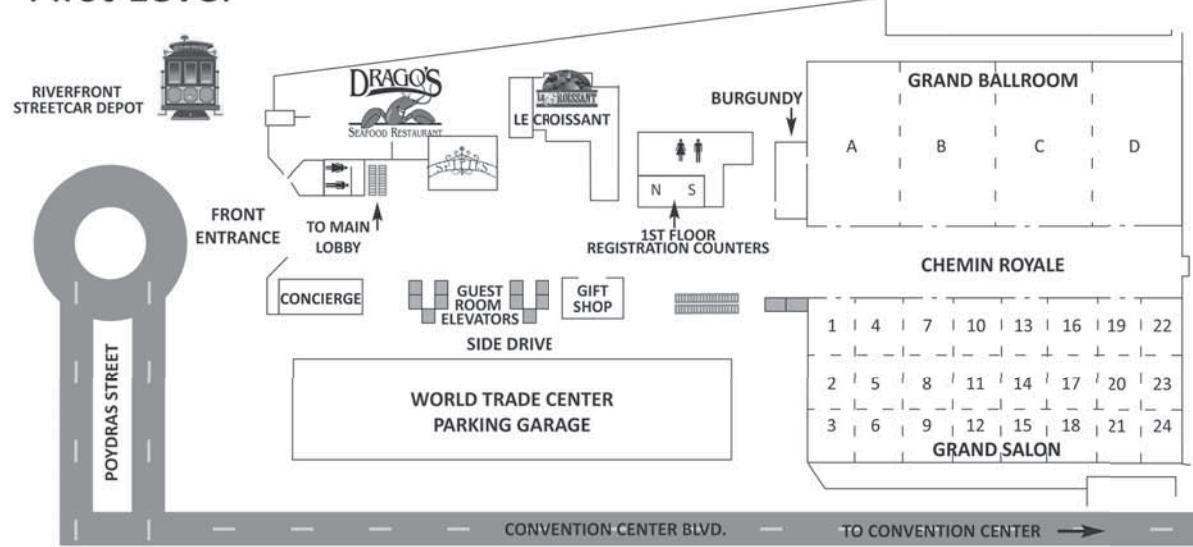
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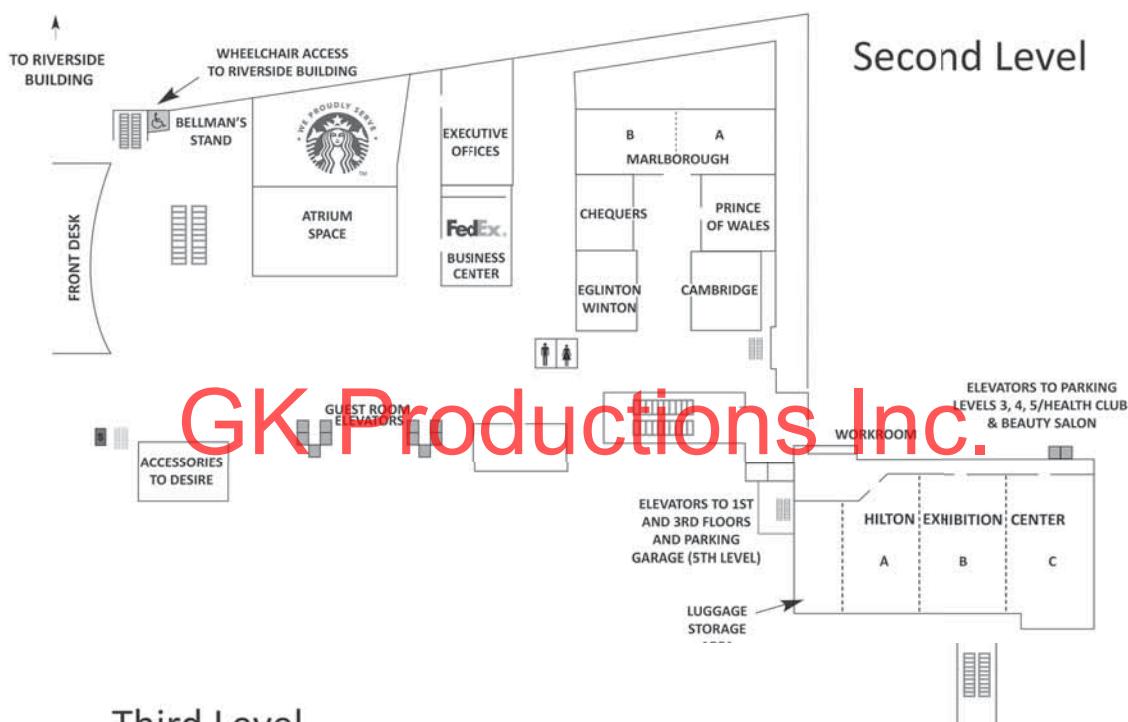
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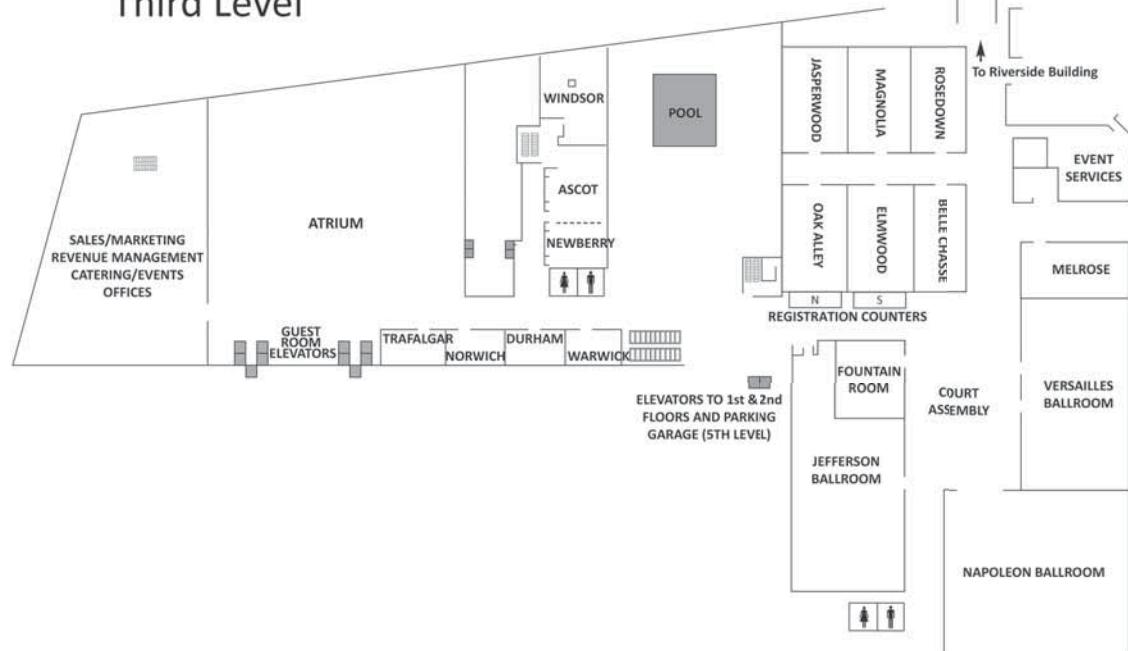
# First Level



# Second Level



# Third Level



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## Together We Make a Great Team

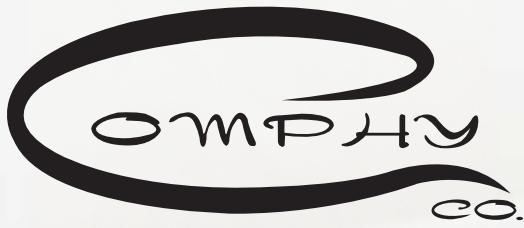
Let's face it. It's a tough economy and you need every advantage to succeed. That's especially true when it comes to choosing your Bed & Breakfast insurance policy. ISU Westlake brings 40 years of experience and tailors your protection package to meet your specific needs, whether for a Victorian home full of antiques or for an exclusive mountain-top cottage.

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## Schedule Details

**Sunday, January 4, 2015**

*Association Leaders Day*



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**4:00 pm-8:00 pm**

Key Leaders Meeting (Innkeeping Association Leaders only, must also be registered with the conference to attend)

**Monday, January 5, 2015**

*Innkeeping Show Begins!*

**8:00 am-9:30 am GK Productions Inc.**

**Exhibitor Intensive:**

Think Reservations – Web-Based Tools to Skyrocket Your Business - What Your Reservation System Isn't Telling You — Richard Aday,

Think Reservations – Web-Based Tools to Skyrocket Your Business - What Your Reservation System Isn't Telling You — Richard Aday

Sometimes the simplest question is the most important: "Why?". In this presentation we'll expose you to new tools and explain why they work for you and your business. We'll talk about Yield Management, Task Management, Channel Management, and much much more. Come and learn the "why" behind the features that will unify, automate and make every part of your business more profitably and productive.

*Richard Aday is the CEO and Principal Engineer behind ThinkReservations, a property management system and online booking engine. After working with hundreds of innkeepers, Richard has a keen perspective on the needs of the industry. His experience as a Software Engineer at companies like Amazon.com, Microsoft, and IBM gives him the ability to provide a fresh perspective on processes currently being used in the Lodging Industry and grow them into the next level.*

**9:30 am-5:30 pm**

**Aspiring Innkeepers Program** (see General Schedule for Monday cont.)

**9:30 am-9:45 am**

**Introductions.**

## Schedule Details

**9:45 am-10:45 am**

**The ABC's of Running Your Inn** — Linda Hayes, Comphy Co. and IJK Partners

A successful innkeeper juggles many tasks from morning to night, all essential to the bottom line of the inn. From reviewing the daily schedule, responsibilities, and guest costs to establishing policies and room rates, learn more about these important details in this session.

*Linda Hayes, consultant for The Comphy Co., owner of ijk Partners, and former owner/ innkeeper at Inn at Riverbend, has been creating experiences for others for over 35 years. Schooled as an interior designer, her career includes working in corporate America as a designer, a facility manager and a market sales manager in southern Florida and the Caribbean. She and her husband created a successful lodging experience for guests with the Inn at Riverbend, a seven room Select Registry bed and breakfast located in southwest Virginia that they designed, constructed, owned and operated for over seven years and transferred to new owners, successfully completing their business plan. They just completed operating a 55-seat restaurant, The Bank Food and Drink, for the past three years. Connecting the dots between dreams and realities is now a focus for Linda with her consulting business, ijk Partners. Her clients include the The Comphy Co., various lodging properties and related businesses, publishers of a regional magazine and her county tourism department. Linda is a regular speaker at national, regional and state innkeeping conferences.*

**10:45 am-11:45 am**

## GK Productions Inc.

**Why B&Bs and Inns of All Sizes Need a PMS Reservation System, and How to Choose the Right One** — Marc Kassouf, Quiet Creek Inn

Participants will learn the basics of a property management system, including all aspects from reservations to reporting and additional functionality. We will review why having this essential system is critical to all properties of two or more rooms, even smaller inns that traditionally have shied away from investing in systems. Basic ROI discussion points will include ancillary functionality (non booking) and how these functions alone may justify a PMS. We will review features and functionality of the systems, assist participants in how to choose the right system for them (bearing in mind the balance between ease of use and functionality options), as well as a brief overview of the most common inn and B&B systems out there.

*Marc R. Kassouf, CTIE, PMP, CGEIT Marc Kassouf owns Quiet Creek Inn, in Idyllwild California, which he turned back around to profitability by doubling occupancy and raising revenue in 6 months. His extensive experience includes consulting, finance, technology, and operations in and outside the travel and hospitality industries. Marc helped manage the opening or conversion of two five-star resorts including infrastructure, technology and operations, and provided operations, financial, and technological business consulting for organizations of all sizes. Additionally, Marc has published multiple award-winning articles for consumer and trade publications, some garnering North American Travel Journalists Association's Silver and Gold awards. He is accredited by the Travel Institute, CLIA, PMI, ISACA, and various organizations. Marc has been awarded the Wave TrendSetter Award, the 'Oscar' or 'Emmy' of the travel seller industry four times, has traveled to nearly 50 countries and sailed on more than 70 cruises. He also speaks Arabic, French, English, and Spanish in varying degrees of fluency and has lived in Europe, the Middle East, and South America.*

## Schedule Details

**11:45 am-12:30 pm**

Lunch with Program Speakers and Aspiring Innkeeper Attendees

**12:30 pm-1:20 pm**

**The Personal Side of Inn keeping** — Heide Bredfeldt, Inn Partners

What character traits make successful Innkeepers? Personal concerns: couples working together, how do you respect your relationship? Single Innkeepers and the challenges you face. This workshop is meant to bring difficult personal topics to the surface before you buy an Inn, as well as to guide you in developing ground rules to strengthen your relationship as you work together.

*Heide Bredfeldt of Inn Consulting Partners has been assisting current and future Innkeepers for over thirty years, with her spouse and business partner, Bill Oates. Heide's background as a psychotherapist and former Innkeeper provide her with insight and understanding of the personal side of Innkeeping. She has a gift for matching the right buyer with the right Inn. Her knowledge of what guests want and expect is a resource to new Innkeepers. Problem solving and personal issues in a family business such as Innkeeping is also a specialty of hers. Whether you are considering Innkeeping as a possible next career or you are already an Innkeeper, Heide is always available to talk. Heide and Bill are the recipients of the Professional Association of Innkeepers' International 2010 Award of Merit for long-term and significant contributions to the industry and business of Innkeeping.*

**GK Productions Inc.**

**1:45 pm-2:30 pm**

**Marketing – Thinking Outside the Box** — Dan and Patty Harrison, Hummingbird Inn

In this session, innkeepers Dan and Patty Harrison will talk about how they doubled their business over the last six years by implementing some "out of the box" new marketing ideas. Attendees will learn how to get outside the box and help people find an inn in the middle of the forest! You'll review some of the little things...inn app, loyalty programs, personal items that are unique, and your best marketing tool (a pad of yellow lined paper). Dan will talk about expanding upon your personal interests and interests around your inn to entice new guests. What works for some – may not work for you. You'll discuss some very interesting ideas...not always the traditional ones.

*Dan and Patty Harrison have been Innkeepers at the Hummingbird Inn for over six years. Patty has been successful in sales, management and all facets of running a startup business. While she owned and operated a publishing company for 15 years, she pursued a lifelong goal and obtained her nursing degree with the intent of becoming a traveler and seeing the country. The joke among family members is to tease Patty about working on her people skills. Not necessary. Dan, too, has taken the long and winding road to this place in time – from 8th grade English teacher to radio disc jockey, advertising agency owner, cable TV advertising sales manager, partner in Patty's publishing company, massage therapist, cardio-vascular surgical tech, and software educator until June 2014.*

## Schedule Details

**2:30 pm-3:15 pm**

**Being A Regulatory Detective: What are these terms, why do I need to know them and how does it affect me as an Aspiring Innkeeper? — Patricia Detwiler,**  
Bed and Breakfast Consultant Service/Florida Bed and Breakfast Inns Association

1. NFPA: National Fire Protection
2. ADA: American with Disabilities Act, including service animals
3. Building Codes
4. Zoning Regulations
5. Historic Boards

Each venture is unique, it's important to know what the current rules are. Just because a friend opened a Bed and Breakfast ten years ago doesn't mean the process or requirements have remained unchanged. The details that have to be researched and the understanding of which applies to you will come from detective work. People will point you in the right direction, but it seems that the majority of the people you will be dealing with will not be a detective for you and make you aware of the rules that apply to you and more importantly the "exceptions." The "exceptions" can be your friend sometimes.

*Pattie Detwiler is Managing Director of the Florida Bed and Breakfast Inns Association, and a Consultant with Bed and Breakfast Consultant Service and Florida Inns For Sale. She has been both a City Zoning Board Member and a City Commissioner. She sat on the Central Florida Regional Planning Council encompassing 5 counties, created a successful tourism development project and a Main Street Board Member. She was an innkeeper for 12 years, President of FBBI for 3 years and now specializes in Bed and Breakfast Consulting. If you need help with regulatory issues she is the one you contact.*

**3:15 pm-4:00 pm**

**Niche Marketing – 10 Illuminating Tips for Future Innkeepers —  
Holly McHaggee Claremont House Bed & Breakfast**

So you want to be an Innkeeper? Get the top ten tips you need to know as you make your dream a reality. This fun session will be interactive and full of honest advice from an eleven year veteran Innkeeper and Owner of a five room Bed & Breakfast. Bring your questions, and be prepared to leave with actionable steps. Every path to becoming an Innkeeper is unique, but your path will be brighter with these illuminating tips.

*Holly McHaggee is the co-owner of the Claremont House Bed and Breakfast in Rome GA. Holly and Chris, opened the Claremont House in the fall of 2003 as a 5 room B&B and event venue. Working hard, with invaluable help from family and friends, they turned Claremont House B & B into a valued part of the Rome, Georgia community. Holly graduated from the University of Georgia with a degree in Anthropology and is a lifetime Girl Scout. She is on the Governmental Affairs committee of the Greater Rome Chamber of Commerce and is a fierce advocate for tourism in Georgia and across the country. Holly is serving in her second year as President of the Georgia Innkeepers Association. Holly shares her passions for cooking, the environment, and great science fiction with her guests. She is also the proud mother of Iris, an amazing five year old, who loves to cook as much as her parents. She is also the proud mother of Iris, an amazing five year old, who loves to cook as much as her parents. 9:45am-1:15pm Exhibitor Intensive - BedandBreakfast.com and RezOvation*

# Schedule Details

## 9:45 am-10:30 am

What's New at BedandBreakfast.com? — Matt Laessig, BedandBreakfast.com

Meet our new Vice President and General Manager, Matt Laessig, and get an update on what we've accomplished and what's coming down the pipeline in 2015.

*Matt Laessig is Vice President of BedandBreakfast.com, and leads his team driven by the Mission of being the best global marketer and distributor of B&Bs and Inns. Having owned and operated a 14-room Bed & Breakfast in Santa Fe for five years with his wife, Matt knows what it's like to be an innkeeper and is incredibly passionate about the vision of BedandBreakfast.com to be the world's driving force behind the growth and popularity of B&Bs and Inns. With a goal of helping travelers to discover and enjoy the diversity, richness, and character of the world's B&Bs, BedandBreakfast.com is committed to generating and distributing inspirational content that brings to life for travelers our amazing category. In addition to his experience in the B&B industry, Matt is a 15 year veteran of e-commerce, including previously having served as VP of Business Development for Bazaarvoice, the world's leading software platform managing Ratings & Reviews programs for consumer-centric companies like Walmart, Microsoft, Expedia, and Starwood Hotels. Matt has an MBA from the Wharton School of Business, and received his undergrad at the University of Wisconsin in History and English. Matt has three young sons at home which keep him very busy, and is a five-time competitor on NBC's American Ninja Warrior, the world's toughest obstacle course competition.*

## 10:30 am-11:30 am

# GK Productions Inc.

Yield Management: Pricing and Promoting Your Rooms for Optimal Occupancy — Tim Wilson, BedandBreakfast.com

From ADR to RevPar to yield management and beyond, learn how to maximize your income by varying your rates, adjusting minimum/maximum stays, cancellation policies and more.

*Tim Wilson joined BedandBreakfast.com in October 1999. During his nearly 15 years with the company, he's held many roles including managing the BedandBreakfast.com Online Reservations program where he helped connect thousands of B&Bs to many of the largest online travel sites including Expedia, hotels.com, Travelocity and Priceline. From there, he took on the role of Membership Sales Director overseeing all membership sales responsibilities for North, Central and South America. Currently, Tim manages the BedandBreakfast.com Diamond Collection which is their inspection-based, premier membership option that includes nearly 500 B&Bs and Inns in the US and Canada. He has attended and presented at countless local, state, regional and national B&B conferences over the years, and takes great pride in having helped thousands of innkeepers grow their businesses.*

## 11:30 am:

Lunch



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**Andrea Smith**  
*Innkeeper, Chatham Gables Inn*

To enter visit the team at Booth #308

## Schedule Details

**12:00 pm-1:15 pm**

**Top Trends in Technology and Travel and What's New at RezOvation Software? —**

Bill Furlong, RezOvation

Learn the latest in reservation, booking and occupancy trends and technology and travel trends. Walk away from this session with a broad awareness of guest booking tendencies, including the ratio of reservations made online vs. offline, the time of day when reservations are made, and many more statistics. Don't miss this opportunity to learn more about RezOvation Web and to discover how to attract more travelers to your inn by staying abreast of the latest technology trends.

*Bill Furlong is Vice President of HomeAway and general manager of the company's software division, including the RezOvation and Webervations software solutions for Innkeepers. Before joining HomeAway, Furlong was the CEO of vacation rental software provider Escapia, which HomeAway acquired in 2010. Prior to joining Escapia, Bill was COO of Mpire.com, a Seattle-based e-commerce vendor developing a suite of eBay automation tools; Vice President of Sales and Marketing for Cranium, Inc. a game industry startup; and President and CEO of Mountain Travel Sobek, one of the nation's leading travel outfitters. Bill has also held several marketing and finance positions with Microsoft, Time Warner, and Morgan Stanley. Bill holds an MBA from Harvard University and a BA from Dartmouth College.*

**1:30 pm-5:30 pm GK Productions Inc.**

**Understanding Google Places and Local Search —**

Mike Blumenthal with Aaron Weiche and Will Scott , Local U, and Jade Wang, Google.

*Speakers sponsored by Living Social and Local U*

We're bringing in some of the nation's leading online marketing experts from Local U including Mike Blumenthal, Aaron Weiche and Will Scott for an intensive four-hour crash course in Internet marketing that will help you navigate the possibilities for marketing your business on the web. Attendees will learn about best practices for web design, local search, SEO, analytics and social media tips and techniques that will lead to sustained, long-term search engine rankings (and new customers) in local markets and worldwide. Featuring a presentation by Google: Learn how to use Google's local products to acquire new customers while also engaging and retaining existing ones. We'll start by walking through claiming your Google Local + page, and then explore other local products. We'll chat about the potential of local search and discuss how business information gets on Google.

## **Schedule Details**

*Mike Blumenthal, a founding partner of GetFiveStars.com, is also a Google Maps expert. Widely cited as the foremost Local Search expert in North America and affectionately known among his colleagues as "Professor Maps," Mike Blumenthal is the author of the industry's most respected blog: Understanding Google Maps & Local Search.*

*Aaron Weiche is the COO of Spyder Trap, a Minneapolis digital firm creating websites, mobile sites, apps and online marketing strategies. He helped found MnSearch and speaks nationally on search marketing, web design and mobile.*

*Will Scott, CEO & Co-Founder of Search Influence, has been helping small businesses get online since 1994. He has led teams responsible for building thousands of small business websites, building hundreds of thousands of pages in online directories and delivering millions of visits from search.*

*Jade Wang - If you've gone to the Google and Your Business Forum for help (and, of course, you have!), then you know how quickly an answer from Google staffer Jade Wang can clear up even the toughest problems. She has been helping business owners get their information listed on Google since joining the team in 2012.*

**5:30 pm-7:00 pm**

Kick Off Reception and Fun

**7:00 pm**

Dinner on your own

# GK Productions Inc.

***HEY ITS NEW ORLEANS . . .***

***you'll have a great meal.***

# Schedule Details

## Tuesday, January 6, 2015

### 8:00 am-9:30 am: Opening General Session

**Welcome Address** — George Newman, Executive Director PAIL

**Advanced Online Reputation Management for Innkeepers** —

Daniel Edward Craig, Reknown

*Speakers sponsored by BedandBreakfast.com and Rezovation*

Daniel Edward Craig will speak about advanced online reputation management and what innkeepers can do once reputation basics are covered. Topics include social media and search engine optimization, visual storytelling, and how to manage detractors, trolls and review blackmail.

*Daniel Edward Craig a former hotel general manager and marketing executive, is the founder of Reknown, a Vancouver-based consultancy specializing in social media strategy and reputation management for the lodging industry. Daniel is a TripAdvisor expert, and his workshops and webinars are attended by innkeepers worldwide, including at PAIL 2011 in Charleston. Daniel is also the author of three mystery novels, including Murder at Gravely Manor, set in a B&B in Vancouver.*

### 9:45 am-11:00 am: Super Session

**Google Crystal Ball** — Mike Blumenthal and Aaron Weiche, Local U

*Remarks by Living Social, speaker sponsor.*

Aaron Weiche and Mike Blumenthal will look at recent trends, algorithm updates and changes and look into their crystal balls to give advice on how to plan for an unpredictable future. This will be an informal conversational style session with Aaron, with a special expertise in design and mobile development, exploring mobile trends that are affecting very business and Mike, steeped in Google plans, products and history, exploring Google and reputation management trends. Both will be looking at other long term trends in on line marketing.

*Aaron Weiche is the COO of Spyder Trap, a Minneapolis digital firm creating websites, mobile sites, apps and online marketing strategies. He helped found MnSearch and speaks nationally on search marketing, web design and mobile.*

*Mike Blumenthal, a founding partner of GetFiveStars.com, is also a Google Maps expert. Widely cited as the foremost Local Search expert in North America and affectionately known among his colleagues as "Professor Maps," Mike Blumenthal is the author of the industry's most respected blog: Understanding Google Maps & Local Search.*

# Schedule Details

## 9:45 am-11:00 am: Super Session

### Latest Food Trends and Praline Demo —

Chef Kevin Belton, New Orleans School of Cooking

Chef Belton of The New Orleans Schools of Cooking will speak about current food trends and give a live demonstration – creating two pots of pralines for the session attendees.

*Chef Belton is a former NFL football player and a proud New Orleans native. He has appeared on "Live with Regis & Kathie Lee," "Wheel of Fortune," "Emeril Live, and "The Food Network's "Ready, Set, Cook." Additionally, Kevin was part of a U.K. cooking show series titled "Big Kevin, Little Kevin" with renowned British Chef Kevin Woolford. (At 6'9" Chef Belton was most definitely the "Big Kevin.")*

## 1:30 pm-2:45 pm

### Uncommon Thread – The Key to a Better Night's Sleep —

Dale Cooper and Janie Hartman, Peacock Alley, and Tom Serkala, Royal-Pedic Mattress

In this session, Dale, Janie and Tom will talk about and demonstrate the value of proper bedding, share instructions for the Innkeeper to teach their guests the significance of sleep as it relates to health and wellness, and teach the Innkeeper how to layer the bed as though it is a wardrobe – all for a better night's sleep.

*Dale Cooper has been VP of Sales for Peacock Alley for 13 years and previously owned King Cotton, Inc., both located in Dallas, TX. She has 21 years experience in luxury linens, and wears many hats from import/export to product development as well as sales and management. She enjoyed 10 years in the medical field as nurse prior to entering the world of textiles.*

*Janie Hartman came to the world of 'Luxury Linens' 20 years ago from the Cosmetic/Fragrance industry where she was owner/President of Hartman and Associates. She managed 8 people, representing as many as 10 companies in the Department/Specialty store arena. Janie has been working with Peacock Alley Luxury Linens for 19 years. She calls on Specialty Retail Linen stores, Designers, Catalogs, e-commerce accounts and mostly enjoys her 'specialty'; Boutique Hotels and Bed and Breakfasts. Her package also includes representing Downtown, Company which manufactures Down Comforters, Pillows and mattress pads.*

*Tom Sarkala began his professional career as a multi-line furniture representative for North Carolina based manufacturers selling upholstery and case goods in the Midwest to independent retailers, department stores, and interior design firms. Being based initially in Kansas City he traveled the Midwest spending most of his years in Chicago before assuming his current position 15 years ago as National Sales Manager for Royal-Pedic Mattress. As a boutique luxury brand Royal-Pedic's market is not the typical mattress store but rather interior design showrooms, linen stores, specialty retailers, as well as hospitality who require a truly unique brand and Tom has developed the expertise to serve those markets.*

# Schedule Details

**1:30 pm-2:45 pm**

**Introducing RezStream Cloud PMS – The Future Is Now!** — Josh Wise, RezStream

Imagine if the best thing about your reservation software . . . was everything! A decade of innkeepers' feedback gives us the insight on how to make a property management software work the way you do. RezStream's programmers have taken that feedback and combined it with their unrivaled passion to make the best reservation software available on the market. Join us as we showcase RezStream Cloud, a revolutionary Cloud-based PMS designed to make your life simpler.

*Josh Wise, VP Business Development, joined RezStream in 2008 as a sales representative. Quickly falling in love with the industry, he realized his passion for helping others aligned succinctly with innkeepers. He has spent the last seven years working with thousands of properties of all sizes learning the various challenges, objections, and goals innkeepers face. He's used that feedback to help sculpt product and service offerings at RezStream, ranging from reservation software, booking engine technology, and various third party connections, to website design and internet marketing. Currently, Josh manages RezStream's product development, sales and support teams ensuring feature-rich solutions with exceptional customer service. Outside of the office, he is a father of one adorable daughter and enjoys teaching her that all boys have "coo*

**1:30 pm-2:45 pm**

**Social Marketing: Macro and Micro Views**— Nick Stafford, LivingSocial

This session will highlight the impact social media has on the travel industry. You will gain an understanding of the most popular socials channels, learn how to leverage social media to better tell your story, and engage directly with customers. You will walk away with clear social marketing strategies that you can apply to your business.

*Nick Stafford, armed with 15+ years of experience leading travel businesses and a well-stamped passport, is responsible for LivingSocial's travel business 'Escapes' in North America. Nick has held several high-profile executive positions in corporate and leisure travel in the US and Europe, with a focus on general management, strategy, digital marketing, digital partnerships and business development. Prior to LivingSocial, Nick headed up global marketing for Radius - one of the major Corporate Travel Management Companies - and was GM of TUI Travel. Earlier in his career, he consulted in the aviation industry and co-founded the successful online travel start-up, The First Resort, which sold to Thomson Travel Group in 2003. Nick holds an MBA from IMD Business School in Lausanne, Switzerland and is a qualified chartered accountant.*

## Schedule Details

**1:30 pm-2:45 pm**

**InsideOut Solutions – Content is King: Blogging is Your Tool! —**

Pat McCauley and Corey Edwards,

Creating content does not have to be a scary exercise in futility. In this session, you will learn how to write for the search engine and the reader and please both target audiences. Some topics covered: Researching topics of interest. Creating a blogging calendar. Writing in the slow season to post when needed. Optimizing your blog post for the search engines. Redistributing your post for the best reach.

*Patricia McCauley has been involved in hospitality marketing for almost thirty years. She owned a nationally recognized, award-winning restaurant for eleven years and during that time she worked tirelessly for regional and state tourism destination marketing organizations. In 2004 she received the Marlene Jones Lifetime Achievement from the State of Washington for her efforts to promote regional tourism. For over 19 years she has owned InsideOut Solutions, a marketing business that specializes in marketing and web development for destinations and hospitality. InsideOut Solutions has over 400 clients all over the world and creates dynamic websites, collateral, performs Internet Marketing and manages social media.*

*Corey Edwards is content creator for InsideOut Solutions. He has written literally well over a thousand blogs for Innkeepers around the country. He will give you real live examples of what Innkeeper's should be writing about and how to optimize them for the Search Engines.*

**4:15 pm-5:30 pm**

**Profits with Partners — Tim Piper, Inn Consulting Partners.**

You will learn how to identify potential markets, find strategic partners, create a joint marketing plan that will add more "heads in beds," reduce or augment marketing costs and enrich your guest's experience. We'll discuss how to identify potential markets for your inn and establishing a strategic plan. We'll also go into detail about bringing on board resource partners to help with your goals, and what to do once you identify those partners.

*Tim Piper is an associate of Inn Consulting Partners. From golf, skiing, conferences, food & beverage, weddings and events, Tim has over 30 years of hospitality marketing and operations experience. For the past 11 years, he was a partner the Inn at the Round Barn Farm in Vermont. Tim has served on the boards of the Vermont Chamber of Commerce as well as the Vermont Visitor and Convention Bureau. Tim was also a founding member of three associations in the State of Vermont – Vermont Chapter of HSMA (Hospitality Sales & Marketing Assoc), VAWP (Vermont Association of Wedding Professionals) and VIBBA (Vermont Inn & Bed & Breakfast Association) where he is the current Association President.*

**GK Productions Inc.**

# Schedule Details

4:15 pm-5:30 pm

## How to Gain Guest Loyalty from Millennials to Boomers —

Peter Scherman and Rick Wolf, The B&B Team

Inns that are adapting to changing customer profiles are enjoying the benefits of a growing and more affluent millennial clientele who are seeking experiences as a part of their stay. And Boomers remain the mainstay of most inns. We have been speaking about the importance of appealing to younger generations for years and have seen the positive impact on the bottom line that this focus has delivered to those innkeepers who have embraced the younger generations even as they continue to cater to all generations.

*Peter Scherman, founding member of The B&B Team®, has been an inn consultant and broker since 1993. Serving clients across the country, Peter has helped countless current and aspiring innkeepers realize their dreams, maximize their potential, and avoid expensive pitfalls. He has spoken at countless state, regional, and national Innkeeping conferences on issues which are of importance to everyone in the Innkeeping community. His experience and common sense are essential tools in helping people reach their personal and financial goals in the Innkeeping industry.*

*Rick Wolf, former owner/innkeeper of Kennebunkport, Maine's Captain Fairfield Inn has been a partner with The B&B Team, Inn Consultants and Brokers since 2006. Rick and his wife, Janet, operated their inn for six years. He has brought his experiences in branding and marketing with companies like Levi Straus & Co., Perry Ellis, and Outlast Technologies to the Innkeeping community. A creative marketer, insightful consultant, and engaging speaker, Rick offers his broad based expertise to the Innkeeping industry nationwide. .*



## Schedule Details

**4:15 pm-5:30 pm**

**Design and Usability in a Growing Mobile World** — Lisa Kolb, Acorn Internet Services

The complexity of today's website design goes beyond just the visual appeal of your website. The underlying code must meet Google's guidelines but at the same time provide a highly effective user experience. This session will look at designs in light of Mobile, User Experience, Social Sharing and what Google wants to see for highest placement. We will also cover all the places your business can be found in Google Web, Maps and more.

SEO is so much more than just traditional Search Engine Optimization techniques. With the release of Google's Pigeon Algorithm, Google is now looking beyond Local indicators into web indicators provided by your web site presence. On-Page and off-page SEO both play an active role in where you are found both on desktop and mobile results, and also in a variety SERPs (Search Engine Results Page), organically, in Local, Maps, via the Carousel and in Apps, just to name a few. Join us for this educational session and discover what is and isn't working well on your site and off for your online presence.

*Lisa and Mark Kolb opened, owned and operated their own bed and breakfast in Colorado Springs for 9 years, and during that time, Acorn Internet Services, Inc. was born. Unable to find an affordable quality solution for their own Web marketing needs, they decided to use their Computer Science degrees and hands-on experience to design, market and put their inn on the map. In March of 2002, Mark and Lisa formed Acorn Internet Services, Inc. to help other innkeepers do the exact same thing. Celebrating more than a decade of service to our industry, their mission is to educate our industry one innkeeper at a time. Knowledge is key!*

**4:15 pm-5:30 pm**

**Scone Making and Baking: A Laboratory Course (Let's Play with Our Food!)** —

*Debbie Anderson, Victorian House Scones, LLC*

A truly hands-on class in scone making, we'll divide into several small groups, and working with some fun ingredient options we'll see what we can create. For the absolute novice, this should give some confidence in how easy it is to create a light and tasty scone – and for the experienced baker, there will be ample opportunities to substitute ingredients and play with flavor changes. We will bake several of each variety before the end of class so we can all sample each other's creative efforts!

*Debbie Anderson wears multiple hats – as owner/founder of Victorian House Scones since 2003, and as Biology lab coordinator at Purdue University. Victorian House Scones is a wholesale manufacturer of artisan baking mixes--including scone mixes. While the two professions may seem very different, Debbie has often thought that the science background has strongly influenced her love of baking--and her inclination to experiment and play with scone variations. She realized many years ago that you didn't need multiple recipes to create different types of scones--you just need to understand how to tweak your own favorite recipe or mix.*

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## Schedule Details

### Wednesday, January 7, 2015

8:00 am-9:15 am: General Session Keynote

#### Industry Trends: Observations, Obstacles, and Opportunities —

David Pearlman, Ph.D., Lester E. Kabacoff School of Hotel, Restaurant & Tourism,  
U of New Orleans

*Keynote Speaker Sponsored by RezStream*

Due to changing times and changing consumers, we must change the way we do business. Competition combined with the need to "do more with less" has stimulated efforts to become more efficient in the use of resources, hence the birth of sustainable operations. Now add Airbnb. The blurring of market segments and changing demographics has seen the birth of niche travel markets. Furthermore, research has indicated that some niche markets have proven to be recession-proof. This session includes:

1. observations of consumer changes that affect the way we operate (technology)
2. obstacles that we must overcome to market our business (STP approach and resources), and
3. opportunities that these changing times and changing consumers present Innkeepers today.

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*David Pearlman, Associate Professor, Ph.D., C.H.E., University of New Orleans Asst. Professor has been involved with the travel and tourism industry for over 25 years. He holds a Ph.D. from Michigan State University, a M.A. from California State University, Chico and a Bachelor's Degree from San Diego State University. Dr. Pearlman conducts research (i.e. Destination Image, Six Sigma & Hospitality Organizations, E-Commerce, Employee Turnover, Technology Readiness, CVB Effectiveness and Evaluation Processes, Destination Website Customer-Centric Assessment, Travel Barometers, Casino Revenue Prediction Modeling, and Travel Product Brand Awareness) as well as teaches Hospitality Strategic Planning & Management, Quality Service Operations, and Convention, Meetings and Special Event Management. Prior to joining the University of New Orleans, Dr. Pearlman served as Director of Research for the Chicago Convention and Tourism Bureau. He was a Senior Associate for Economics Research Associates and he also worked as the Sr. Manager for Business Strategy and Trends Analysis for Sodexo Alliance where he identified missed opportunities and then developed strategies to capitalize on them. He was a Research Analyst for Michigan's state tourism office, a Statistical Consultant for SPSS and worked with clients including Disney, Accor, and Choice Hotels. Dr. Pearlman has published in the International Journal of Hospitality & Tourism Administration, Journal of Teaching in Travel and Tourism, Journal of Travel & Tourism Marketing, Journal of Human Resources in Hospitality & Tourism, Journal of Hospitality Marketing & Management, and the Gaming Research & Review Journal. Dr. Pearlman is also the Associate Editor for the Journal of Convention & Event Tourism.*

# Schedule Details

**11:15 am-12:30 pm**

**Rest Easy by Putting your Taxes to Bed —**

Joe Hinske, Legare + Bailey + Hinske CPA, LLC

Are taxes keeping you up at night? Joe will explore the federal income tax treatment of the Inn and B&B industry, including applicable tax treatment, structure, and tax planning and minimization techniques. Learn about maximizing deductions, depreciation and the new IRS repair and capitalization regulations, and hear about business and individual tax tips. Find out what you should be doing now to make the tax preparation process easier and avoid surprises at the end.

*Joe Hinske is a CPA with over 20 years of tax preparation and consulting experience. He has a Bachelor of Science degree in Business from Charleston Southern University and a Masters of Accountancy from the University of Charleston, SC (where he was the first graduate of that program). He is the managing member of Legare + Bailey + Hinske CPA in Mt. Pleasant, SC. He primarily focuses on professional services, hospitality industry (including Inns, restaurants and B&Bs), individuals, and estate/gift/trusts. This is his 4th year presenting at the PAll conference and is an endorsed provider of Tax and Accounting Services.*

**11:15 am-12:30 pm**

**Trends in the B2B Industry —** Janice Hurley, BedandBreakfast.com

We will share detailed information dissecting BedandBreakfast.com's quarterly traveler trends surveys. BedandBreakfast.com conducts quarterly surveys of thousands of B&B goers so as to better learn how we, as an industry, can always stay ahead of and surpass traveler expectations. In our surveys we monitor many things including online booking habits, triggers that get folks to book, etc., but in particular, trends among those folks who specifically love staying at B&Bs. In our Traveler Trends presentation we'll dig deeper into some of the trends we're seeing, and share with you various ways in which you can capitalize on the ever emerging trends of today's traveler.

*Janice Hurley is a 12 year veteran of the B&B industry. She started with BedandBreakfast.com in 2002 and was part of the team that moved the company to Austin Texas. She has worked with thousands of properties around the world helping them market their properties through BedandBreakfast.com and their own websites. She opened the first international office for the company in Marseille France and worked in growing the international exposure for the industry. For the last 2 years she managed a 12 room inn and event center in Central Vermont and it is her passion for the industry that brought her back to BedandBreakfast.com.*

**11:15 am-12:30 pm**

**7 Strategies to Increase Traffic to Your Website —** Matt Bare, Q4Launch

In the world of internet marketing, the first step of a successful plan is getting visitors to your website. But as simple as that sounds, what are the strategies behind gaining an adequate amount of traffic? Moreover, how do you make sure that strategy is sustainable for the long haul? In this session, we'll be discussing 7 strategies that will undoubtedly help you increase traffic and generate the bookings you desire for years to come. Along with the presentation, attendees will be given a Marketing Workbook that will allow them to use some of their own

# Schedule Details

data and see whether or not they are generating the traffic they need to be generating from each of these areas.

*Matt Bare resides in Charleston, SC, the home of hospitality! He travels extensively for work, pleasure and mission work and brings a unique perspective to destination marketing. He has been doing "internet marketing" since Al Gore was first claiming to have invented it. He was deploying social media and content marketing strategies back when "social media" was just a bunch of forums. With a love for travel and comedy he always keeps things fun and entertaining and believes if you can't have fun doing it, then it's not worth doing.*

**11:15 am-12:30 pm**

**Take a Journey with Your Guests Through Their Booking Experience —**

Liz Day, RezStream

Ever wondered what your guests experience during the entire booking process? Join Liz Day from RezStream as she helps you market your property better by understanding how guests find your website on the search engines, what they want when they arrive on your website, and how to guide them through the booking process. Don't forget about the analytical reporting review as she helps you understand what you need to look at and how to process that information.

*Liz Day, Senior Internet Marketing Account Manager for RezStream, plays a vital role in the company's Internet marketing client management. Using her broad base of expertise, Liz is involved in search engine optimization, pay per click account management, website content writing and design critique, and social media options for her clients. Liz also helps RezStream stay on top of the Internet marketing field by competitor analysis and watching travel trends for relevance. Liz has been fortunate enough to have lived abroad and taken advantage of the opportunity to explore several countries across Europe. Currently, in her spare time, Liz enjoys skiing, hiking, and traveling.*

**3:00 pm-4:15 pm**

**OTA's: Worthwhile Online Travel Agencies? Or Out to Take Advantage of Your Marketing Money? — Scott Bushnell, Bushnell & Bushnell Services, Inc./The B&B Team**

Some inns are finding that they cannot compete with the competition without marketing through online travel agencies. Some innkeepers are actually dropping the traditional industry directories altogether to take advantage of the increased bookings through OTA's. But are OTA's good for all inns? This presentation will focus on key decision criteria to help figure out alternatives to better the bottom lines of inns and allow innkeepers to decide which, if any, are best for them.

*Scott Bushnell and his wife Marilyn currently own Bushnell & Bushnell, a real estate and consulting company dedicated to helping aspiring and current innkeepers achieve their goals. After owning and operating The Lafayette Inn, an 18 guest room Select Registry inn located in Easton, PA., the Bushnells moved to Ocean City, MD., but could not leave the B&B industry. They have both served the PAII membership as volunteer for the annual conferences, specialize in transfer services for aspiring and current innkeepers, conduct "Inn-Sync: The Bed & Breakfast Decision" seminars to aspiring innkeepers, and offer optimization services with financial performance, marketing, and inn operations, as well as valuations and feasibility studies.*

# Schedule Details

**3:00 pm-4:15 pm**

**Panel discussion: Growth Through Expansion and Other Innovative Ideas —**

Matt Walters, The Canyon Collection and Marc Kassouf, Quiet Creek Inn

Panelists Matt Walters (The Canyon Collection and Marc Kassouf (Quiet Creek Inn) will share their unique experiences and key insights for growth and expansion in the hospitality industry. They'll discuss software and online marketing opportunities, niche marketing and how you can consolidate services and expenses, as well as expand and retain your customer base by having property choices in several price tiers within a limited geographic locale

*Matt Walters is a dedicated hospitality professional and entrepreneur fiercely committed to guiding tourism businesses, innkeepers, hoteliers, and hospitality professionals through the many details of establishing, maintaining and growing a property management system, as well as managing the overwhelm that comes from evaluating all the marketing options to achieve "booked solid" status. With over 20 years of hospitality marketing, management and ownership experience with top flight hospitality organizations including Starwood, Hilton, Best Western and Hyatt, and now the successful owner of The Canyons Collection, his mission and commitment is to offer clients proven, turn-key solutions and ensure that their lifestyle dream is one that doesn't cause them to lose sleep.*

*Marc R. Kassouf, CTIE, PMP, CGEIT Marc Kassouf owns Quiet Creek Inn, in Idyllwild California, which he turned back around to profitability by doubling occupancy and raising revenue in 6 months. His extensive experience includes consulting, finance, technology, and operations in and outside the travel and hospitality industries. Marc helped manage the opening or conversion of two five-star resorts including infrastructure, technology and operations, and provided operations, financial, and technological business consulting for organizations of all sizes. Additionally, Marc has published multiple award-winning articles for consumer and trade publications, some garnering North American Travel Journalists Association's Silver and Gold awards. He is accredited by the Travel Institute, CLIA, PMI, ISACA, and various organizations. Marc has been awarded the Wave TrendSetter Award, the 'Oscar' or 'Emmy' of the travel seller industry four times, has traveled to nearly 50 countries and sailed on more than 70 cruises. He also speaks Arabic, French, English, and Spanish in varying degrees of fluency and has lived in Europe, the Middle East, and South America.*

**3:00 pm-4:15 pm**

**How Not to Murder Your Partner! — Heide Bredfeldt, Inn Consulting Partners**

As an innkeeper, you are like an actor on stage. All your personal feelings, relationships, preferences are not at all important while at work... your guest is. How do you deal with difficulties with your happiness, your partner's; your inner rage or anger? Heide works to help you understand issues and ways to help heal and strengthen yourself and your relationship. Marriage and working together presents a positive challenge, that when we are successful of interweaving our unique personalities and appreciate our differences, we are rewarded with a long lasting and satisfying relationship.

*Heide Bredfeldt of Inn Consulting Partners has been assisting current and future Innkeepers for over thirty years, with her spouse and business partner, Bill Oates. Heide's background as a psychotherapist and former Innkeeper provide her with insight and understanding of the personal side of Innkeeping. She has a gift for matching the right buyer with the right Inn. Her knowledge of*

# Schedule Details

*what guests want and expect is a resource to new Innkeepers. Problem solving and personal issues in a family business such as Innkeeping is also a specialty of hers. Whether you are considering Innkeeping as a possible next career or you are already an Innkeeper, Heide is always available to talk. Heide and Bill are the recipients of the Professional Association of Innkeepers' International 2010 Award of Merit for long-term and significant contributions to the industry and business of Innkeeping.*

**3:00 pm-4:15 pm**

## **Cost Effective Ways for Inns of Any Size to Increase Your Bottom Line —**

*Rachelle Jamerson-Holmes, Affordable Hospitality Solutions/Thee Matriarch Bed & Breakfast*

Learn how to create additional revenue with your existing inn. Utilizing creative ideas, collaborations and innovative techniques, you will learn how to generate additional income streams, secure repeat guests and referrals from local residents, businesses and leisure guests. This session will excite new and existing innkeepers.

*Rachelle Jamerson-Holmes and husband Fred are new innkeepers of Thee Matriarch Bed and Breakfast, a small inn located in the non-tourist town of Orangeburg, SC. As the first bed and breakfast in their small town, with initially only 3 rooms, they had to be very creative establishing clientele and generating additional income. Rachelle has been recognized locally and nationally as a successful entrepreneur for over 20 years in the design and hospitality industries.*

**4:30 pm-5:45 pm GK Productions Inc.**

## **Training Inn Sitters So You Can Recharge Your Batteries —**

*Prudence Abeln, Dreamcatcher Bed and Breakfast*

Inn sitting is a perfect part time position for those who love people and have the skills required to manage a B&B. So why not get a few people trained in your area, to allow you to take some time off? This workshop provides the knowledge needed to run an effective inn sitter training workshop. Learn how to structure training that covers all aspects of running a B&B. Topics include how to meet and greet guests, breakfast essentials, property management, managing housekeeping, taking reservations, concierge services, and how to market the training program to find future inn sitters. This workshop is designed to make the innkeeper's job easier by helping to develop necessary management support.

*Prudy Abeln has owned and operated the Dreamcatcher B&B in Taos, New Mexico with her husband, John, for the past 5 years. Prior to that she had a career as a mortgage loan officer, most recently working for Wells Fargo in the Denver area. As the former President of the Taos Assn. of B&B Inns, Prudy developed this Inn Sitter Training Course to benefit the members of her association, both by developing a list of local inn sitters who had completed the 2-day training, and by actually putting a few extra dollars in the Association's coffers, so they could do more marketing of B&Bs in the area. Prudy currently serves as an Assistant Governor in Rotary and as the International Chair in her local Rotary Club. Prudy and John have 4 children, all married and living across the country, 8 grandchildren with another on its way, and when not innkeeping, they enjoy traveling, volunteering in the community and spending time with family.*

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**4:30 pm-5:45 pm**

### **Green Lodging: The Sustainability Advantage —**

*Steve and Nancy Sandstrom, Pinehurst Inn*

Learn how being "Green" or adopting a sustainable operations plan is actually financially beneficial to your business and can offer you a variety of effective marketing opportunities. Steve and Nancy Sandstrom, owners of the award-winning Pinehurst Inn, a B&B in Bayfield, Wisconsin, will provide practical examples of how you can improve your financial bottom-line by being more environmentally and socially conscious. This goes way beyond energy conservation and recycling. It's about a new way of thinking using sustainability as a context for how to do business.

*Owners of the Pinehurst Inn for 19 years, Steve and Nancy Sandstrom's mission is to run a premier eco-lodging facility and provide the highest level of green lodging hospitality and guest experience while preserving history and the environment. Pinehurst is committed to sustainability in all practices, and serves as a model for other tourism businesses. In addition, the Sandstrom's provide direction in the promotion of green standards for the larger tourism industry. They were involved in the development of Wisconsin's own Travel Green program, in which they are certified and presently have earned the highest score of any business in Wisconsin. They also assisted TripAdvisor with the creation of their Green Leaders program, in which they are certified at the Platinum level.*

**4:30 pm-5:45 pm GK Productions Inc.**

**SEO and How Google Really SEES Your Business — Lisa Kolb, Acorn Internet Services**

SEO is so much more than just traditional Search Engine Optimization techniques. With the release of Google's Pigeon Algorithm, Google is now looking beyond Local indicators into web indicators provided by your web site presence. On-Page and off-page SEO both play an active role in where you are found both on desktop and mobile results, and also in a variety SERPs (Search Engine Results Page), organically, in Local, Maps, via the Carousel and in Apps, just to name a few. Join us for this educational session and discover what is and isn't working well on your site and off for your online presence.

*Lisa and Mark Kolb opened, owned and operated their own bed and breakfast in Colorado Springs for 9 years, and during that time, Acorn Internet Services, Inc. was born. Unable to find an affordable quality solution for their own Web marketing needs, they decided to use their Computer Science degrees and hands-on experience to design, market and put their inn on the map. In March of 2002, Mark and Lisa formed Acorn Internet Services, Inc. to help other innkeepers do the exact same thing. Celebrating more than a decade of service, their mission is to educate our industry one innkeeper at a time. Knowledge is key!*

## Schedule Details

4:30 pm-5:45 pm

**Red Carpet Service: Creating Wow Moments by Meeting & Exceeding Guest Expectations — Jeff Bryce, ResNexus**

"When you go first class, you only cry once." Taking care of the guest with red carpet service will reward you and your business over and over again. Learn how to promote and sell packages or extended stays. Set goals in these areas to benchmark your current results and future successes. Hear tips on how to be firm but fair when it comes to guest requests or disputes. The session will be interactive with veteran innkeepers taking part.

*Jeff Bryce founded ResNexus in 2005. He helps train and support over 2000 clients in all 50 states and 20 countries through the Red Carpet Service provided by him and ResNexus' nearly 20 employees. Jeff enjoys being with his family, serving in his church, cooking, reading, golf, tennis, basketball, softball, swimming and getting to know innkeepers virtually everywhere.*

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## Thursday, January 8, 2015

**8:15 am-9:15 am**

**Final General Session ~Acknowledgments — Troy Flanagan, AH&LA - An Advocacy Update from AH&LA**

From extreme wage initiatives to short-term online rentals to tourism promotion, the hotel and lodging industry faces many challenges and opportunities today. Troy Flanagan, vice president of state & local government affairs for the American Hotel & Lodging Association, will provide a snapshot of the latest research on the industry and an in depth look at the legislative and regulatory priorities of AH&LA.

*Troy Flanagan serves as AH&LA's (American Hotel & Lodging Association) vice president of state and local government affairs. He brings over 15 years of experience to the recently created role as a policy advocate who will work closely with AH&LA's state and local partners on issues critical to the hotel industry. Flanagan came to AH&LA from Parquet Public Affairs, where as a partner he represented numerous service industry brands and trade associations that dealt with many of the same issues facing the hospitality industry. Through Parquet-managed coalitions, he also helped develop comprehensive, industry-wide solutions to the various public affairs threats posed to employers. Previously, he was director of government relations at International Franchise Association (IFA), where he focused on state and local policy threats to franchised industries, including lodging. Flanagan's experience as an issue advocate also includes government relations roles at ConAgra Foods, Inc. and the Grocery Manufacturers Association. He began his career serving in various staff positions of the Florida Legislature, both in the Senate and the House of Representatives.*

**9:30am-11:30am**

**Diving Deep - Panel Discussion: Airbnb - What opportunities do they present for our Industry? — Panelists: Troy Flanagan, Bonnie Rabe, Kris Ullmer, Rick Wolf**

There's no question that the "sharing economy" is shaking up the business world and particularly the hospitality industry. Airbnb has enabled anyone with a room to spare to rent that room for income. The AirBnB "host" can operate without the need to worry about local zoning laws, occupancy, sales, or possibly income tax laws. Insurance and fire, food, and personal safety considerations are also given over to crowd-sourcing with reviews of the properties provided by guests rather than local authorities. Local governing authorities struggle to define and regulate these rooms for rent. New regulations intended to put a stop to this new market are adversely affecting Bed & Breakfasts.

Our panelists will outline their different approaches to this controversial subject, and foster discussion with the audience on the implications of the changes Airbnb will cause in the marketplace. We expect a lively and highly interactive conversation among all participants.

*Troy Flanagan serves as AH&LA's (American Hotel & Lodging Association) vice president of state and local government affairs. He brings over 15 years of experience to the recently created role as a policy advocate who will work closely with AH&LA's state and local partners on issues critical to the hotel industry. Flanagan came to AH&LA from Parquet Public Affairs, where as a partner he represented numerous service industry brands and trade associations that dealt with many of the*

## Schedule Details

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Bonnie Rabe, owner of the Grand Victorian Bed & Breakfast in New Orleans, has been active in the tourism industry since she launched her business over 16 years ago. She is a member of the Professional Assn of Innkeepers International (PAII), Louisiana Travel Promotion Assn (LTPA), Louisiana Bed & Breakfast Assn (LBBA) where she has served as a Board member and President, New Orleans Metropolitan Convention & Visitors Bureau (NOMCVB), New Orleans Tourism Marketing Corp (NOTMC), and a founding board member of the Professional Innkeepers Association of New Orleans (PIANO), where she currently serves as President. Through leadership in these organizations, Rabe represents the B&B industry and state tourism as a whole from the perspective of a small business owner. She was also appointed by Louisiana's Lieutenant Governor Dardenne to serve 2 terms on the Louisiana Tourism Promotion District/Louisiana Tourism Development Commission. Bonnie has been actively involved in various committees in New Orleans dealing with and trying to resolve the short term rental (STR) issues for over 10 years. From helping to compose the definition of a Bed & Breakfast in the City's Comprehensive Zoning Ordinance (CZO), being a member of the Vieux Carre Property Owners, Residents & Associates (VCFORA) Short Term Rental (STR) Committee and testifying on this subject before the City Council and its various committees, participating in the Preservation Resource Center's Neighborhood Council and its outreach programs that helped draft laws governing STRs, and the national effort called Neighbors for Overnight Oversight. She has perspective on this subject as a licensed B&B owner/operator, a small business owner and an active member of her neighborhood.

Kris Ullmer, Administrator, Wisconsin Bed & Breakfast Association - As the full-time Administrator for one of the larger state B&B associations in the country, Kris Ullmer could write a tell-all book (if only she had the time) covering her 20 years as an association leader and 10 years as an innkeeper. From the days of printed guidebooks and bulk mailings to social media and Airbnb, the Wisconsin Bed & Breakfast Association (WBBA) respects tradition and (usually) welcomes innovation, all to show travelers why "East or West, B&Bs are Best!" Her background in Education is well used in providing Aspiring Innkeeper Seminars, Board Orientation, Meeting Planning, and scripting promotions. WBBA is developing partnerships with nearby state B&B associations – the recent conference was the largest B&B conference in the Midwest this century. When out of the office, Kris bikes, X-C skis, cheers on the Packers, shoots pistol & shotgun sports, and is an NRA Certified Shotgun Coach.

Rick Wolf, former owner/innkeeper of Kennebunkport, Maine's Captain Fairfield Inn has been a partner with The B&B Team, Inn Consultants and Brokers since 2006. Rick and his wife, Janet, operated their inn for six years. He has brought his experiences in branding and marketing with companies like Levi Straus & Co., Perry Ellis, and Outlast Technologies to the Innkeeping community. A creative marketer, insightful consultant, and engaging speaker, Rick offers his broad based expertise to the Innkeeping industry nationwide.

### Interactive Audience Discussion with Panelists: AirBnB - Inkeepers' Perspectives and Questions

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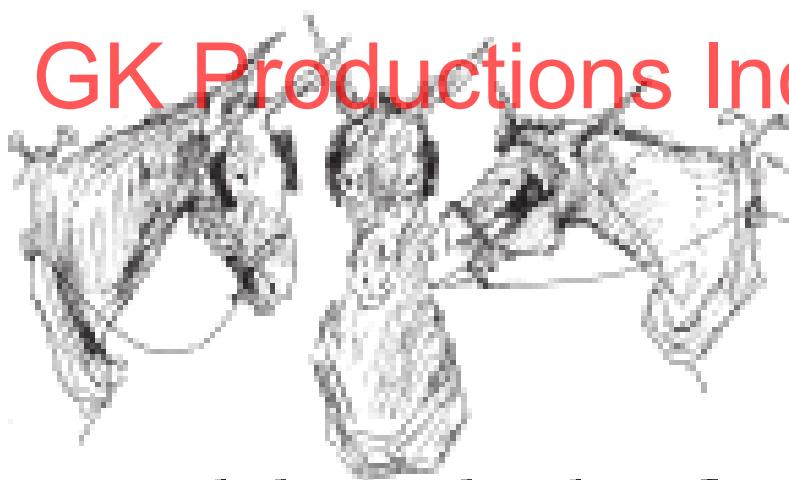
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Acorn Internet Services	410
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