

## *The Path to Success is Paved with Knowledge . . . Find It Here!*

### *So here's a peak at what's being planned*

#### **Monday**

Gather for the Opening Welcome & Breakfast as we kick off the first delicious breakfast of Summit!

Innkeepers can look forward to learning about the latest products, tools and ideas presented by AIHP Allied Partners in **28 Spotlight Sessions**. Watch for the detailed list to be announced soon!

Aspiring Innkeepers can register for a special day of information and mentorship at **Aspiring Innkeeper Day**, presented by industry experts and innkeepers about the innkeeping industry. Click the Aspiring icon for more information.

The **Marketplace** will open with lunch available for all attendees, and continue through the evening reception. Click the Exhibitor icon for a list of participating exhibitors.

#### **Break Out Sessions in Alphabetical Order Tuesday - Wednesday**

##### **A Life-Saving Checklist - Revive Your Web Presence Before It's Too Late!**

*Presented by Pat McCauley, InsideOut Solutions Inc.*

This session is your lifeline to get 2019 in order. ADA, GDPR, HTTPS, Mobile First, Google Hotel Ads, Responsive Design, E-Commerce, OTAs, Revenue Management, TripAdvisor, Pay-Per-Click, and more: Do you know what these terms mean to your Web Presence and are you taking action? Change is inevitable, growth is optional. Know what you don't know before it's too late.

##### **ADA: Are You in Compliance?**

*Presented by Rob Fulton and a panel of innkeepers involved in this issue*

Inns in many states are being sued, with FL, NY and CA seeing more suits than others. A minimum number of rooms may grandfather you from following ADA physical requirements, but not necessarily website requirements. The Department of Justice has not demanded private business websites be ADA compliant, but that doesn't mean your state doesn't have laws in addition to the federal laws, that need to be followed. Learn more about knowing how ADA law can possibly affect your online presence into the future and how your property needs to be prepared.

##### **Ask the Innkeeping Experts**

*Presented by Chief Executive Boards International Innkeeper Forum Members - Moderated by Jim Leitch, Inn at Lake Granbury with Ellen Grinsfelder, Inn & Spa at Cedar Falls, Amy Smith, Saratoga Arms and Monique Greenwood, Akwaaba Bed & Breakfast Inns*

In this session, a panel of seasoned innkeepers will give advice and share their experience in handling the burning issues of 2019! Topics discussed will be taken from responses received from the most recent AIHP innkeeper survey.

##### **Beyond Avocado Toast - Breakfast Trends 2019**

*Presented by Chef Paul Jensen, The Dotted Lime*

What are the 5 W's behind food trends and how do you use them to stay ahead of the curve? Ethnic-inspired, vibrant flavors, plant forward, low carb, real food...Use the principles and foundations of current trends to continue to stay relevant to our guests.

## **Breakfast - Getting to the Meat of It Makes Me Want to go Vegetarian /Keto /Paleo /GF /DF /Whole30 /Dukan...**

*Presented by Susan Steffan, Farmers Guest House*

Dealing with dietary requests and fad diets with beautiful, easy and healthy meals that taste delicious and how to handle what you just can't accommodate. Watch demonstrations of some freezable options and leave with a handout of definitions, lists of acceptable foods for each, and recipes.

## **Creating a Healthy Work Environment: 10 Steps to Improve Your Team's Effectiveness**

*Presented by Linda Hayes, ijk Partners, LLC, an affiliate of The B&B Team® with Al Heminger, Huron House/The Hotel Saugatuck, Heidi Lanford, Iris Inn, and William Murray, Montford Inn*

As an owner, your employees are as valuable as your guests to the success of your business. Let's talk about 10 steps to increase the morale, teamwork, and productivity of your team followed by an open Q & A with owners who have faced many team challenges.

## **Dealing with Dollars**

*Presented by Peter Scherman, The B&B Team®*

Managing the books can absorb lots of time, so what's REALLY important? This presentation will cover the top 5 key things that you need to focus on to manage your business and stay legally compliant, whether you do your own finances or have an accountant do them for you.

## **Design on a Dime**

*Presented by Barb Shadomy, Stonehurst Place and Kathleen Smith, Saratoga Arms*

Do your guest rooms appeal to the changing tastes of today's travelers while maximizing guest comfort? Believe it or not, you can create beautiful and functional transformations without breaking the bank! And best of all, a room transformation can increase revenue and occupancy. Fellow innkeepers will share their experience, including before and after photos, the cost of the room transformation as well as tips on how to cut costs without cutting quality.

## **Federal Regulations - What you Need to Know and How They Affect your Business**

Every month it seems something new comes up - concealed weapons, cannabis, age discrimination, sexual orientation discrimination, flood plain insurance and more. This session will give a pragmatic perspective of how regulations apply to day-to-day innkeeping, to help you know what you need to be aware of to avoid the traps!

## **Full-Service, Flawlessly**

*Presented by Monika Lindsay, The Mills Park Hotel*

Beginning with the definition of Full-Service and the differences between services offered for a fee and services provided as value added, this session will examine how to deliver a multi-level guest experience and the variations based on region, season, and reason.

## **Going "Green" with the Guest Experience**

*Presented by Amanda Stultz, Sitronu, and Barb Shadomy, Stonehurst Place*

Beyond recycling and water conservation, what initiatives and products are available for innkeepers to create a "green" guest experience so much so that guests will love you for it, increasing guest loyalty, referrals and return business.

## **Google -- Are You Struggling to Slay the Ever-Powerful Online Giant?**

*Presented by Annie Buck, Acorn Internet Services Inc.*

Google continues to make an effort to keep users on their own platform for longer periods of time. If you aren't keeping up with all of these changes that negatively affect your ability to sell your rooms directly, you are going to be left behind. Please join us for an in-depth discussion on how to compete when the Google giant continues to make it harder for lodging professionals to secure a direct booking.

### **Have Your Way with the OTA's (Advanced Level Session)**

*Presented by E. Scot Fuller-Beatty, The Chadwick Bed and Breakfast and ThinkReservations*

Two words: relationship goals. Learn how to best work with your different online travel agencies to optimize your revenue and marketing objectives. Hear from fellow lodging professionals and allied partners who have found they are happily ever after.

### **It's Not a Day at the Beach! Are you Swimming or Drowning with the OTAs? (Introductory Level)**

*Presented by Cindy Bachmann, Innkeeper's Advantage*

Did you know that when you sign a contract to provide inventory to companies such as Booking.com and Expedia, that inventory is shared and sold in many different places? You cannot begin to create a strategy to manage those relationships until you first understand the who, what, where, when, why and how that inventory is being shared. Come to this overview style session to learn what really happens with your ability to sell rooms when you choose (or choose not to) participate in the OTA world.

### **Managing Multiple Generations in the Workplace**

*Presented by Jen Severns, Signature Worldwide*

Everyone's work motivation is different, from the millennial to the baby boomer; what are best practices to engage and inspire your diverse team to achieve and believe in the one common goal of your business - guest satisfaction.

### **Meet The Real Owners of The Select Registry Brand**

*Presented by Mark Jaronski, Select Registry Chief Executive Officer And Consumers Who Use Select Registry to Choose Where to Stay*

Contrary to what you may believe, neither the membership nor the staff of Select Registry truly owns the brand. The same might be said for your business. Join Select Registry Chief Executive Officer and his special guests of real consumers who count on the Select Registry brand to make the decision about where to stay easier and more reliable for themselves. The discussion will reveal the reality that lives in the minds of travelers who *Stay Select*. Additionally, the panel will take questions from the audience about what really motivates travelers to plan and select a high-quality, independent lodging property, and how their experience influences the attitudes and behaviors, they have about your property and the membership overall.

### **Mouthwatering Food Photos with Any Camera**

*Presented by Tyann Marcink, Touch Stay Community Ambassador, Airbnb Host, and Professional Photographer*

Taking exceptional, enticing, high-quality food photos is a skill every innkeeper should possess. Who better to hear from than a talented professional photographer and property host who will share her insights on lighting, composition, and equipment in food photography?

### **Outside the Box Staffing Options**

*Presented by Jeanne Muir, Interim Innkeepers Network and Mike Sorrels, BnB Rescue*

Finding good staff shouldn't be so difficult! Learn creative ways to staff your property including J-1 visa students, internships, culinary/trade schools, professional innkeepers (short and long-term) as well as employee incentive programs.

### **Putting Technology to Work for You**

*Presented by Heidi Lanford, Iris Inn Bed and Breakfast and Kevin Claus, Cedar Grove Lodging*

There are so many apps and programs out there to save you time and money, but you have no idea where to start. Hear from fellow hospitality professionals using this technology, and how it has made their staff and operations run more effectively and efficiently.

### **Q&A with the Select Registry Quality Assurance Team**

*Presented by Carrie Paugh, Select Registry Director of Quality Assurance with a panel of Select Registry Quality Assurance Evaluators including Alan Duxbury, Jeanne Genzlinger, Kristie Rosset, and Kathryn White*

Join the Select Registry Quality Assurance evaluator team for a lively discussion on a wide range of topics, including consumer trends, guest satisfaction, interior design, housekeeping and maintenance, management responses to reviews, and more. The panel will take questions from the audience and share data compiled over the past 12 months from industry studies, tens of thousands of online guest reviews, and over 100 on-site evaluations of Select Registry properties, as well as decades of experience as Select Registry property owner/operators.

### **Revenue Management-The Key to Increasing Your Revenue in 2019**

*Presented by Scott Crumpton, WhiteStone Marketing*

How would you like to dramatically increase your revenue in 2019 without spending a dime? Interested? Then you won't want to miss this dynamic session because revenue management is the key to significantly improving your bottom line and it takes only about 20 minutes a day and costs you absolutely nothing. The session will cover breakeven analysis, manual and automated rate adjustment methods, models for a variety of inn sizes, location and types with solid practical experience and advice.

### **Ring Ring? Hello From the Other Side. . . Are You Answering The Call?**

*Presented by Sara Dubjek, Signature Worldwide*

Learn a simple formula for better telephone selling that is guaranteed to increase conversion rates and revenue by building relationship-selling skills. Arm your team with the tools they need to execute sales plans that get results by using a soft sell, guest-centered approach. Whether a rookie or veteran salesperson, this session will help lodging professionals take a more proactive, disciplined approach to selling to see a significant and sustainable increase in revenue.

### **Stump-the-Chef Panel**

*Moderator, Susan Steffan, Farmers Guest House with panelists; Yvonne Martin & Deb Mosimann of 8 Broads in the Kitchen and Chef Paul Jensen, The Dotted Lime*

Hear from a panel of experts what their top tips are for breakfast and then ask your tough questions. A moderator will collect the most difficult questions to seek wisdom from some of our very own iron chefs.

### **Surprise 'Em! It's the Little Things!**

*Presented by Steve Kandray, McConnell Marketing*

Unexpected, pleasant surprises harness the power of genuine hospitality. What can you add to a piece of chocolate to make it your secret weapon! Or locally grown lavender? Live music at breakfast that doesn't break the bank? Special words and thoughtful actions add value to the guest experience, without sacrificing profit.

### **Take Me Out to the "B&B" Game**

*Moderated by Marti Mayne, Maynely Marketing with Richard Aday, ThinkReservations, Allison Crumpton, White Stone Marketing, Liz Day, RezStream, Juli Logsdon, Cedar Grove Lodging, and Leslie Mulcahy, Rabbit Hill Inn.,*

We're celebrating the opening day of baseball season with a workshop where two teams of lodging professionals and allied members will go head-to-head answering marketing questions from the audience to score a single, double, triple or home run! Bring your biggest marketing question or challenge and then vote on the team that answers best. Everyone wins!

### **"Thank You for Your Repulsive Review" How a 1-Star Review Can Contribute to Your 5-Star Reputation**

*Presented by Ben Lloyd, Odysys*

That pesky guest may have left the premises, but his or her unflattering comments have made a permanent mark on your otherwise positive page of reviews. Learn how to make this into an opportunity to *better* your reputation and overall success.

### **The 7-Year Itch - Should I Stay, or Should I Go?**

*Presented by Carol Edmondson, Inn Advisors and Lynette Scofield, William Henry Miller Inn*

When is it time to remodel, reinvent or bring in a realtor? In this session, you will receive the tools needed to make the best decision for you and your property. In addition, fellow innkeepers will share their experiences and the steps they took to make their final decision.

### **The Five Operational Areas that Cannot be Ignored in 2019**

*Presented by Terry Hammer, Hermann Hill Vineyard Inn & Spa*

This will be a traditional Terry Hammer presentation that focuses on ways Innkeepers can improve their 2019 operations for greater profitability and sanity. As always, it will be fast paced and attendees will receive a 50 point check list of action items to help guide their 2019 efforts toward improvement. Terry will share financial and operational data from his property as well as acknowledge common areas of frustration. The goal of this session is for every attendee to leave with logical approaches to help them solve operational issues in 2019. The five focus areas will be finances, guests, staff, food and beverage as they help to define a brand, and potential income streams other than lodging.

### **The One Page Marketing Plan Guaranteed to Increase Your Bookings**

*Presented by Matt Bare, Q4 Launch*

What gets written gets done – it's as simple as that. In this session, you will be able to create a one-page marketing plan to set you up for success in 2019 and identify which marketing activities drive the greatest ROI on your journey to increase traffic, leads, and bookings.

### **What You Need to Know Before You Sign on the Dotted Line**

*Presented by, Annie Buck & Pam Prentice, Acorn Internet Services, Marty Etzel Flag House Inn, and Rick Wolf, The B&B Team®*

The final steps of purchasing an Inn are critical to your success. Many new property owners are unaware of the vast amounts of data they must acquire from the seller in order for the process to be a smooth transition. Attendees will receive a detailed checklist of what they need to know and the steps to take as they are purchasing a property.

### **Where are All the Customers At, Yo? Embracing Digital Referrals Without Forgetting the Proven Old-School Methods**

*Presented by Marti Mayne, Maynely Marketing*

Is all your focus on your digital presence? Are you handing everything over to OTAs, losing out on direct bookings year after year? Let's take a step back in time to talk about working with your competitors and previous guests, leveraging online directories and local CVBs, and other non-OTA strategies to fill your rooms.

## Thursday Super Session

### **Mapping the Path to 2020 and Beyond by Thinking Like Your Guest**

*Presented by Terry Hammer, Hermann Hill Vineyard Inn & Spa and Moderated by David Browning, Eden Vale Inn*

As requested by 2018 Summit attendees, Terry will return to share his vision of how you should be shaping your business for the future. Get ready and hang on for this fast and informative presentation!

## Thursday Round Table Double Sessions

### **Partner Your Way To Success**

*Coordinated by Brian Mulcahy, Rabbit Hill Inn- partnerships / Julie Pankey - wellness / Leslie Mulcahy, Rabbit Hill Inn - creative retailing / Tom Malikie, Gibson Mansion - monetizing underutilized rooms.*

In this series of roundtable discussions, innkeepers & partners will share unique ideas for boosting the bottom line with little to no capital expenditure. Learn how to optimize underutilized spaces; attract new visitors with unique offerings; and use creative partnering to provide add-ons to already existing reservations. You will walk away with quickly implementable ideas.

### **Weddings 101: How to Make Your Property a Wedding Destination**

*Coordinated by Nancy Miller, Southmoreland on the Plaza with Annastasia Hicks, Ashford Acres / Susan Barrett / Antlers on the Creek Bed and Breakfast / Becki Krupp Hermann Hill Vineyard inn & Spa / Andrea Bushweiler, The Lakehouse Inn and Winery / Pam and Tim Ahrens, Horse Stamp Inn / Nancy Malikie, Gibson Mansion Bed and Breakfast / Holly McKee, Great Oak Manor, and Linda Hayes, ijk Partners, an affiliate of The B&B Team®*

From simple to extravagant, learn the diverse wedding options offered by property owners in a roundtable session. Discussions include checklists, contracts, vendor relationships, practical considerations, and detailed examples of weddings hosted at these properties. Whether elopements, packages, or complete wedding venues, avail yourself to plenty of ideas to spur you on to create your own tailor-made weddings.