

Conference Schedule – September 19 - 21, 2010  
 Florida Bed and Breakfast Inns Association- Revised 8/19/10

<i>Sunday</i>		<i>Pre-Conference Workshops</i>	
		<b>Fireplace Conference Room</b>	<b>Riverfront Dining Room</b>
<b>8:30 am – 6:30 pm</b>	<b>Registration FBBI Booth</b>		
9:00 am to 5:00 pm		<b>Aspiring Innkeepers Workshop</b> The B&B Team Peter Scherman and Rick Wolf	
10:00 am to 4:00 pm			<b>Internet Marketing Workshop</b> InsideOut Solutions Jeff Logan
12 Noon	Lunch Break		
1:00 pm to 5:00 pm		<b>New Innkeepers Workshop</b> The B&B Team Peter Scherman and Rick Wolf	
		<b>Conference</b>	
3:00 pm	Vendor Booths Open		
5:00 pm – 6:00 pm	Social Mixer with Vendors	Happy Hour Sponsor Pamela Lanier	
6:00 pm	Dinner		
7:00 pm	Jay Karen, PAII	<b>Diagnosis of Hospitality Industry</b>	

<i>Monday</i>			<i>Technology/ Marketing</i> Fireplace Conference Room	<i>Instruction</i> Riverfront Dining Room
8:00 am	Vendor Booths	Registration FBBI Booth		
8:45 am			<b>“Jay’s Anatomy”</b>  Jay Karen Professional Association of International Innkeepers (PAII)  Doctor’s Orders on Successful B&B Operations” Taking heed of trends in the marketplace and observations of innkeepers who do it well. Jay will share his best advice on what you should be doing to stay “Healthy”.	
10:00 am	Vendor Booths	Break		
10:15 am			<b>“A Prescription for Blogging”</b>  Jeff Logan InsideOut Solutions  Writing you a prescription for blogging. During your hour long doctor visit, you will learn why	<b>“Operating in the Kitchen”</b>  Chef Gary St. Francis Inn

			<p>blogging is important. The search engine optimization benefits of a blog and see case studies and examples of how to write a blog post. If you want to get your website healthy blogging is for you,</p> <p>Social Networking</p>	
11:15 am	Vendor Booths	Break		
11:30 am			<p><b>Anatomy of Bed &amp; Breakfast -Brain</b></p> <p>Jeff Bryce, Resnexus</p> <p>Think: You might have a new experience Heart: Hospitality YOU - monitoring Health: Nutrition Linchpin vs Cog Elusive Balance: Flexible systems Tools</p> <p>Why Guests must getaway Repeatedly -Rekindle -Refresh -Relax -Refocus -Unwind -Rejuvenate -Repair -Reconnect -Relationships</p>	<p><b>Murder, Scissors &amp; Mayhem</b></p> <p>Pattie Detwiler, Paula Register &amp;, Karrie Massee</p> <p><b>Murder Mystery Dinners,-</b> Pattie Detwiler</p> <p><b>Scissors –</b> Paula Register Cut your empty weekends into a profit with scrapbooking"</p> <p><b>Weddings –</b> Karrie Massee</p>
12:30 pm	Vendor Booths	Lunch		
<b>Monday</b>			<b>Technology/ Marketing</b> Fireplace Conference Room	<b>Instruction</b> Riverfront Dining Room
1:30 pm			<p><b>INN-Fection –</b> Diagnose the symptoms, plan a Treatment, and head toward Recovery.</p> <p>Mary White BNBfinder.com</p> <p>This workshop will help you the innkeeper, look objectively at the ailments that could be infecting your ability to market your inn effectively. We will navigate the diagnosis and recovery process by introducing (for some,</p>	<p>Peter Scherman &amp; Rick Wolf The B&amp;B Team</p>

			revisiting) a treatment plan containing a variety of effective traditional, and non-traditional prescriptions. And, unlike a placebo, the ingredients contained in these <i>'scripts</i> have substance and proven value. An honest cure for charting the course of your marketing and recovery. Let's give it a shot!	
2:30 pm	Vendor Booths	Break		
3:00 pm			<p><b>“Taking your Temperature”</b></p> <p>Tom Beattie Bed and Breakfast.com</p> <p>“Take your telephone temperature --- burning hot or cold as ice?</p> <p>Learn quick and easy techniques to increase reservations every time the phone rings, including: using your name and the caller's name; asking questions to control the conversation; establishing a relationship; avoiding “be-backs” and closing the sale; gathering email addresses for future reservations, and much more.</p>	<p><b>“Resuscitating a limp Press Release”</b></p> <p>Mary Thurwachter, Travel Writer INNsideFlorida.com</p> <p>How to pump new life into an anemic press release... or just write a good one to begin with. What you need to know. The good, the bad, the deadly.</p> <p>Creating your own Press Releases</p>
4:00 pm	Vendor Booths	Break		
4:30 pm			<p><b>“Finding the Miracle cure with new Remedies!”</b></p> <p>Mary Hughes Inns Magazine</p> <p>Rehabilitate your B&amp;B without huge investments. Elopements, Anniversary renewals, and surprise packages. Bringing elopement packages to your inn. Weddings for two- Receptions for up to twelve. Can bring in \$2000 -\$4,000 in 24 hours. After my talk with a Select Registry Group an innkeeper put elopements on her site for \$800 -\$1000 for a wedding for two and books 3-6 a month now. Explore referral plan club. How to market the Monday to Thursday crowd. Get preferred clients coming back.</p>	<p><b>“Insurance Insomnia”</b></p> <p>Wayne Howell, Herbie Wiles Insurance</p> <p>A prescription for Florida Insurance Ills and solutions to help you sleep at night.</p>
5:30 pm		Break		

5:45 pm	Vendor Area		Marie Lanier – Sponsor/Speaker	
6:00 pm – 7:00 pm	Social Mixer With Vendors		Happy Hour Sponsor: Pamela Lanier Door Prizes and Giveaways	

<b><i>Tuesday</i></b>				
9:00 am			<p><b>“Visit Florida Update”</b> Brenna C. Dacks</p> <p>Business Development Manager - VISIT FLORIDA®</p> <p>VISIT FLORIDA will provide a brief overview of the organization’s marketing initiatives for the upcoming year. As the State’s Official Tourism Marketing Corporation, there are several new opportunities that can directly connect your business with visitors for little or no cost.</p>	
9:15 am – 10:30 am	<b><i>Town Hall Meeting</i></b> Highlight of the Conference		<p><b>Town Hall Meeting</b> David Caples Elizabeth Point Lodge</p> <p>Unique opportunity to ask questions and discuss hospitality industry concerns with Industry Professionals. Question &amp; Answers.</p>	
10 Minute Break at 10:00 am				
10:30 am – 11:30 am	FBBI Annual Meeting		<b>Byron</b>	
12:00 Noon	FBBI Quarterly Board Meeting			