

2009 Conference Schedule

Sunday ~ March 29, 2009

- 11am -- Noon pm **Registration** – Anissa Jepsen at the Registration Desk
- Noon – 1:30pm **Room A**
Introduction/Welcome/Round-Table Discussion on “Keeping Market Share During a Down Economy” facilitator: Donna Muilenburg -- The travel industry has been hit hard by the economic slowdown, but there are ways to generate good news and keep those heads in the beds. Part of it is putting on the happy face, after all, that's the business we're in. Join us and learn how to keep your market share or branch-out to attract guests from a new market niche.
- 1:30 – 2:30pm **Room A**
Part 1 Setting Up Your Books: An Overview of Inn Accounting and Bookkeeping by Alana and Jake Heying, owners of Heying Tax and Financial Services. Innkeepers wishing to maximize their financial results will not want to miss this outstanding presentation.
- 1:30 – 2:30pm **Room B**
Blogging Skills 101 taught by Ann Muilenburg from the Okoboji County Inn. If you are new to blogging or just want to review the basics, this is your workshop! Ann will focus on teaching the basic skills needed to use the IBIA Blog to market your B&B on the Internet.
- 2:30 – 2:45pm **Break**
- 2:45 – 3:30pm **Room A**
Part 2 Setting Up Your Books: An Overview of Inn Accounting and Bookkeeping
- 2:45 – 3:30pm **Room B**
Increasing Profit Margins by Offering Additional Food Venues (Including Afternoon Teas, Special Dinners, Catering, Cooking Classes, etc.) by TBA
- 3:30 – 3:45pm **Break**
- 3:45 – 4:30 **Room A**
Selecting the Glasses & Wine for Your Next B&B Wine Tasting Event by Julie Wurr from Heart'n Home in Laurens, Iowa. In Oct of 2008; Julie was inducted into the French Brotherhood of the Faugeres Wine Association. This high honor has only gone to few women. Maximize Appreciation and Increase Profits with wine tastings that feature Iowa wines, and let Julie help you learn how to use wine to further please your guests.
- 3:45 – 4:30 **Room B**
Cracker Barrel: Get Your Innkeeping Questions Answered Here!
- 4:30 – 4:45pm **Break**
- 4:45 – 5:45 **Wine Tasting by Diana Engelbrecht from the Engelbrecht Family Winery.**
- Break**
- 6:00pm – 7:00pm **Patchwork of Wonderful Dining Possibilities in the Banquet Room**
- Entertainment provided by the Iowa Falls Community Theatre Group
- 7:45pm **IBBIA Executive Board Meeting**

Just a few reminders:

- Don't forget to wear your IBBIA membership pin and bring your IBBIA tote bag
- Don't forget to bring your business cards, rack cards and brochures
- Anissa Jepsen needs a general idea of how many Silent Auction Donations are coming
- If you have useable linens and towels to donate to a local shelter, be sure to bring them

Monday ~ March 30, 2009

- 7:45am – 8:30am Registration, Breakfast and Greetings by Esther Kauffeld-Hoffa
- 8:30 – 9:20am **Room A**
“Iowa’s Best B&B Muffin” Contest: Shirley Welden from the Bed & Breakfast of Cabin Cove will chair this fun and exciting muffin contest. Get your recipe fine-tuned!
- 9:20 – 9:30am **Break**
- 9:30am – 10:15am **Room A**
Increase Your Marketing Possibilities with Destination Blogging by Amelia Painter. This section discusses the more advance and evolving technologies now available on the Web for your use and it cover how you should be using them to market your inn 24/7. Amelia will discuss advanced blogging, use of YouTube videos, and much more.
- 9:30am – 10:15am **Room B**
Insurance Round Table Discussion from an Innkeeper’s Perspective No matter what company writes your B&B policy, make sure you cover the basics! Get together with seasoned IBBIA members and join in a lively discussion about insurance.
- 10:15am – 10:30am **Break**
- 10:30am – 11:15am **Room A**
Food Safety and, of course, Eggs Please! Use and storage of eggs for guest safety plus learn two new recipes with that venerable favorite, eggs! Sponsored by the Iowa Egg Council
- 10:30am – 11:15am **Room B**
Press Release Campaigns that Increase Web Site Traffic by Amelia Painter In these tough economic times B&B owners must look at new ways to cut cost and attract new business. In this age of computers and the Internet, innkeepers must think out of box and begin using the no-to-low-cost Internet PR distribution centers that can reach potential guests, enhance branding, and increase market penetration.
- 11:15am – Noon **Room A**
Cooking Demonstration by Karen Davis from a Taste of Home. Julie is sought-after writer for *Taste of Home* and *Our Iowa* magazines. This will be a great demonstration!
- Noon – 1:00pm **Lunch**
- Appreciation Awards Presentation** by IBBIA Executive Board
- 1:00pm – 1:45pm **Annual Meeting**
- 1:50pm **Silent Auction**
Winners Pick-up Silent Auction Items and Pay
- 2:00pm – 3:00pm **Room A**
SW Region Planning Session, Jane Lawhead, Chair: If your B&B is located in the SW Region this is where your group will meet to plan ahead for 2009 events and promotions.
- 2:00pm – 3:00pm **Room B**
NW Region Planning Session, Andy Bean, Chair: If your B&B is located in the NW Region this is where your group will meet to plan ahead for 2009 events and promotions.
- 2:00pm – 3:00pm **Room C**
NE Region Planning Session: If your B&B is located in the NW Region this is where your group will meet to plan ahead for 2009 events and promotions.
- 2:00pm – 3:00pm **Foyer**
SE Region Planning Session: If your B&B is located in the NW Region this is where your group will meet to plan ahead for 2009 events and promotions.

IBBIA Offers You Educational Choices Galore!