



Schedule

This schedule is subject to change. Please read the conference program guide for room assignments.

Sunday February 25, 2018

8:00 am – 6:00 pm	Attendee Registration Desk Open (3 rd Floor, Hilton Norfolk The Main)
9:00 am – 5:00 pm	Select Registry Membership Gathering (<i>Open to all Select Registry Members. Please indicate attendance when you register; no fee for this event</i>)
11:00 am – 5:00 pm	Exhibitor Registration Desk Open (4 th Floor, Hilton Norfolk The Main)
1:00 – 5:00 pm	State Association Forum (<i>please indicate attendance; no fee for this event</i>)
4:00 – 5:00 pm	Room Hosts Meeting

Monday February 26

7:00 am – 6:30 pm	Attendee Registration Desk Open
7:00 am – 6:30 pm	Exhibitor Registration Desk Open

Spotlight Sessions

8:00 am - 9:00 am

ResNexus

In this session on Effective Time Management, learn how to focus your efforts and reduce the many starts and stops of a typical work day to prevent stress and bring peace of mind. *David Mayfield*

Cloudbeds

Find out why Cloudbeds has been named one of 15 tech companies to watch in 2018 by Forbes Magazine as an all-in-one stack of software that includes a channel manager without additional fees, and much, much more. *Jefferson Bryce*

Inn Partners

Being right for the job, embracing your personality and abilities, while offering exceptional service. *Heide Bredfeldt, Eben Viens, Megan Smith*

9:15 am - 10:15 am

Booking.com

This session will provide statistics on bed and breakfast trends nationwide, and will have an introduction to Booking.com: who we are, where we are going and how we can help you. *Dov Dorati*

BedandBreakfast.com

From industry trends to the changing landscape of B&B travel, this is a session that reviews updates from 2017 and what's coming down the pipeline in 2018. *Janice Hurley*

Casablanca Ventures

This session on credit card processing will explain how payments flow through a system, define the participants, how rates and fees are set and can be reduced, what PCI means and why compliance is critical, how to prevent chargebacks, and how to increase profits through electronic payments. *Wynn Salisch*

10:30 am - 11:30 am

Acorn Internet Services, Inc.

We'll walk you through the process of determining what you need to include in your individualized marketing plan, reaching paying guests well beyond just your quality website, which is a mandatory requirement and only the beginning in your quest to grow your revenue.

Lisa Kolb This session is repeated at 2:15 pm to accommodate all those who wish to attend.

Innkeeper's Advantage

Book It Now reservation software offers everything you need: easy to use drag and drop reservation calendar, rate & yield Management, feature rich add-ons and up-sales, automated texting and the best connection rates to OTA's like Booking.com, Expedia, Airbnb and TripConnect. *Cindy Bachmann*

Lake Pointe Creative Marketing

A demonstration of using branded promotional products and print materials to strengthen relationships with current guests and to reach potential guests. *Brantley Burris*

11:45 am - 12:45 pm

InsideOut Solutions

InsideOut Solutions, the first company to use Wordpress and to have an intimate knowledge of blogging and content development, will show you the "how to" of effective content creation, what to blog about, when to blog about it, and common-sense ways to maximize that content for your target market. *Corey Edwards and Patricia McCauley*

Q4Launch

This fun, interactive workshop will kickstart the process of imagining your new website by helping you tell YOUR unique story and thinking through your brand. *Matt Bare and the Q4Launch Team*

Hearthside Group

Learn how you can maximize your inn's value by understanding buyer's needs, banker's concerns, and inns unique selling advantages. *Tim Piper*

1:00 pm - 2:00 pm

ThinkReservations

Because the lodging industry continues to evolve and so does ThinkReservations, come learn about the new and upcoming advanced functionality that will help our users streamline and improve their business. *Richard Aday*

Airbnb

This session will offer an update on features, new partnerships for 2018, and lots of time devoted to questions with answers. *Cameron Houser*

The B&B Team

Industry Metrics, the Numbers, and What it Means to your Checkbook will focus on statistics on inn sales, and give you the top five ways to increase the value of your business. *Peter Scherman and Rick Wolf*

2:15 pm - 3:15 pm

Acorn Internet Services, Inc.

We'll walk you through the process of determining what you need to include in your individualized marketing plan, reaching paying guests well beyond just your quality website, which is a mandatory requirement and only the beginning in your quest to grow your revenue. *Lisa Kolb*

InnKeepers Advantage

Get the all-in-one, world-class website & booking experience that your guests expect, as featured in "The Voice of Innkeeping" November 2017, and the best connection rates to OTA's like Booking.com, Expedia, AirBNB and TripConnect. *Cindy Bachmann*

Outdoor Lighting Perspectives

Join Outdoor Lighting Perspectives as we discuss how professional outdoor lighting can differentiate your property, drive profits, enhance guest experience and improve safety. *Tom McCombs*

3:00 pm – 6:30 pm

Marketplace Opens!

Silent Auction Opens

3:30 pm – 4:30 pm

White Stone Marketing

This is a dynamic step-by-step session outlining the journey to increased revenue, occupancy and ADR for 2018 with an actionable plan to begin immediate implementation, including Social Influencer Marketing, Reservation Recovery, Experiential Travel Trends and the Power of Total Revenue Management as topics for anyone looking to get ahead of their competition and increase market share. *Scott Crumpton*

ResNexus

Yield Management, which is based on the laws of supply and demand, is the focus of this session where learning revenue management strategies will help your business sell the right product to the right customer at the right time for the right price. *David Mayfield*

Texting Reviews

Get a handle on reviews from Google, TripAdvisor, and Facebook, and learn how Texting Reviews helps with increasing the number of guest reviews, reputation management, sharing reviews on social media, and more! *Jefferson Bryce*

5:00 pm - 6:30 pm

Marketplace Crawl

Join colleagues from around the country and enjoy a taste of Virginia's craft beers, regional wines and delectable bites. With Marketplace Crawl map in hand, locate the sponsoring exhibitors to pick up a ticket for a complimentary tasting of beer or wine (or, enjoy your favorite beverage at one of the cash bars). Enjoy the sponsored food displays located on the main Marketplace corridor. Save your map and visit each exhibitor for a chance to win big at the final Its' A Wrap luncheon on Thursday.

Thanks to our Marketplace Crawl Sponsors: Acculock, Booking.com, InnStyle, InsideOut Solutions, JCPenney Hospitality, Outdoor Lighting Perspectives, The Comphy Company, Think Reservations, Verlo Mattress, White Stone Marketing

Tuesday, February 27

7:30 am – 6:30 pm

Attendee Registration Desk Open

7:30 am – 6:30 pm

Marketplace Open

7:30 - 8:45 am

Continental Breakfast in Marketplace

9:00 - 10:30 am

Welcome and Opening General Session

Passion Projects Brought to Life: *Four Talks to Spark Inspiration*

The connection of our personal passions to hospitality is what brings us together to share new ideas, learn new methodologies and push ourselves forward to present the very best to the guests who visit our properties. Those passions are so varied yet form the basis of the uniqueness that each of our properties portrays. We present these four speakers to entertain, inform and most of all, ignite the passion within you.

Trishula Oswald *Taste*

Florent Sciberras *Refugees*

Christian Williams *Magic*

Nikki Harth *Stoke*

Opening General Session Sponsored by Airbnb

10:45 am - Noon

Concurrent Sessions

Top Trends in Wellness Tourism

The Guest Experience

Wellness tourism rang in at \$563.2 billion in 2015 and by 2020 will exceed a \$800 billion global market. The U.S. is the wellness travel powerhouse, generating 36%, or \$202.2 billion, of the annual \$563.2 billion global market. That's three times more wellness tourism spending than the second largest market, Germany. And the U.S. spa market is twice as big of a spa market as its

Tuesday, February 27, Continued

next closest competitor, China. In this interactive session, Pankey will highlight the top trends in Wellness Tourism and how to easily integrate some of these trends into your own business. Pankey will give you the tools to identify what might work for your business, how to get started, how to build a new client base and capture some of this growing market.

Julie Pankey, The SpaHive Community

Mouthwatering Food Photos with Any Camera – Tips from the Pros

The Guest Experience

With all the opportunities to share photos of sumptuous breakfast fare, afternoon repast, or a sinfully rich dessert buffet, learning how to take exceptional, enticing, high quality food photos is a skill every innkeeper should possess. Who better to hear from than talented, professional photographers who share their insights on lighting, composition, and equipment. And one doesn't need a fancy camera as Beth, Christian and Matthew will demonstrate. *Beth Campbell, Elizabeth Campbell Photography; Christian Giannelli, Christian Giannelli Photography; Matthew Lovette, Jumping Rocks Photography*

Staffing When the Employment Pool is Shallow

Back of House

Finding the right people, training them, and continuing to develop them is a key component to business growth and stability. But a greater challenge arises when the employment pool for adequately equipped personnel is limited by geography, brain drain, or high employment. Learn the tools needed to hire and retain the best people in a competitive market and how to find emotional intelligence in addition to a skill set. *Sam D'Agostino, Reliance Staffing & Recruiting*

Creating the Model Property Profile

Future Innkeeper

How does one define the best property to purchase? What type of inn is best? Do you want full service? Do you like event planning and look forward to weddings? Where are you willing to relocate? Do your passions or interests match the location under consideration? How long do you see yourself in the industry? This session helps the aspiring innkeeper create a profile of wants and needs to measure against properties on the market. *Carol Edmondson, Innkeeping Specialists; Monique Greenwood, Akwaaba Bed and Breakfast Inns; Tim Piper, Hearthside Group*

Maintaining This Old House

Back of House

How great would it be to have Bob Vila at your beck and call whenever something went awry in your well lived-in property. There always seems to be a failure, leak, crack, or issue that goes beyond duct tape and a tube of caulking. Preventative maintenance is key now to avoid costly repairs later. You'll be introduced to new products, tools, and materials that last longer and reduce overall cost. And we'll troubleshoot common issues associated with septic systems, wells, and structures built in the 19th century. *Yvan Beliveau, Beliveau Estate and Maison Beliveau, professor, Building Construction, Virginia Tech*

Tuesday, February 27, Continued

Noon - 1:30 pm

Lunch/Shop the Marketplace

1:45 - 3:00 pm

Concurrent Sessions

A Beginners Guide to the New Inn Owners Online Presence

Future Innkeeper

A new property owner's financial success depends upon an astute awareness of online presence. Many are unaware of the vast amounts of online access data they must acquire, handle or establish from the seller. In this session, seasoned industry experts share wisdom on how to navigate various aspects of intellectual property, provide a detailed overview of effective digital marketing strategies, and explain what it takes to keep Google happy. *Andrea Bushweiler, The Lakehouse Inn & Winery, Moderator; Mark Hall, Acorn Internet Services, Inc; Patricia McCauley, InsideOut Solutions; Tim Wilson, White Stone Marketing*

Data Defense 2018: Protecting Your Inn's Data

Back of House

Data security is confusing to almost everyone and fighting the constantly emerging threats can feel a lot like playing an unending game of whack-a-mole. This session will finally explain, in plain English, what terms like PCI, EMV, encryption, and tokenization mean; how to better secure your inn's data infrastructure to prevent costly breaches; how to deal with the dangers of ransomware; and what you can do now to protect your business, your guests, your family and yourself from hackers, phishers, extortionists, and other cyber miscreants. *Wynn Salisch, Casablanca Ventures and Partner, New York Electronic Crimes Task Force of the U.S. Secret Service*

Innkeeper Liability: The Evolution of Guest Safety

Back of House

Guest safety should always be a concern for Innkeepers. Inadequate security has repercussions beyond guests losing belongings to theft. In our ever-litigious culture, this session will cover our legal responsibilities as innkeepers to insure a safe environment. It will also provide some new, higher-tech solutions to address safety issues that were not available even five years ago, while still respecting the quaint and historic nature of the property. *Robert Goss, Inn at Monticello, attorney at law*

Ten Steps to a Successful Digital Marketing Plan

Heads in Beds

This informative and dynamic session will outline your journey to increased profitability by covering the 10 key steps to include in your overall revenue strategy for 2018. Digital marketing changes constantly and you cannot rely on treadmill marketing to achieve significant gains. Discover a focus for your marketing dollars and come away with a clear game plan. Exciting topics such as social influencer marketing, reservation recovery, experiential travel and the power of total revenue management will interest anyone who wants to beat the competition and increase market share. *Allison Crumpton and Scott Crumpton, White Stone Marketing*

Tuesday, February 27, Continued

Food Trends for 2018

The Guest Experience

Expectations from travelers about food evolve. Indulgence may mean being extra good to yourself – in a healthy way. Are today's guests craving breakfast bowls, creative breakfast sandwiches, or other new trends? Discover rustic dishes, ethnic influences, unique grains, and the latest vegan options that don't sacrifice texture, flavor or appearance. *Chef Dave Miller, Culinary Institute of Virginia*

3:00 pm - 4:00 pm

Break and Shop Marketplace

4: 15 pm - 5:30 pm

Concurrent Sessions

Five Ways to Compete for Mobile-Centric Guests

Heads in Beds

Is your business ready to compete for mobile-centric guests? Learn how Google's "Mobile First" search algorithms are changing the marketing landscape. Compare mobile platforms - responsive, adaptive and AMP - to choose the best one for your business. Be sure your mobile site includes features that keep travelers engaged from travel search through the booking process. Get more guests! *Cindy Bachmann, Innkeeper's Advantage*

Managing a Sour Moment

The Guest Experience

Difficult days and challenging guests are sure to come your way. Using interpersonal tips and tricks, we will define communication and communication styles, and how it changes situationally. What are conflict styles, and how does one identify personal style, strengths and weaknesses, and when to employ strategies to disarm disgruntled guests and turn bad situations into good reviews. *Mark Frederick, PhD, Tidewater Community College*

Credit Card Processing

Back of House

How do you read that statement? How are fees determined? Processing basics including who does what in the processing world - your bank, your processor, the issuing bank, the acquiring bank, your terminal, any online processor, and gateways. Advanced discussions will focus on reservations and advance deposits, PCI requirements, security, EMV and NFC, (chip cards and Apple pay), and common problems. Chargebacks, how to avoid them and to fight them, will be covered. Innkeepers can bring their current statements for review. *Tom Weiskotten, Wise Merchant Solutions*

X-Ray Analytics

Heads in Beds

Analytics is an enormous tool, but what do you really need to get from it? This session dives into only the most important and relevant areas of it: how to determine the value of paid listings and advertising, prioritize visitor interests, and most of all, do it without wading through all that information that may be interesting, but is not useful for you. **An Advanced Skills Building Session** *Scott Thomas, Innkeeper Emeritus and About the Inn*

Tuesday, February 27, Continued

What's in Your Operations Manual?

Back of House

What would happen if your inn had to run without you? Who holds the passwords? Where are the shut-off valves? What are the processes and procedures for dealing with out-of-the-ordinary situations? This session will offer a table of contents for creating or updating your property's guide on all of the where, what, when, and how of running your operation. *Barb Shadomy, Stonehurst Place Bed & Breakfast*

Running your Business so it Won't Run You

Future Innkeeper

You love your inn, your location, and your guests. How do you keep your daily operation on track so that you enjoy the rewards of owning your own business? Taking the time to organize and to plan for the daily routine of the business operations will help clear your calendar and manage the many details that make up your operation. Who should be doing what and when? What do you do in-house and what do you outsource? Where is the payback for your efforts versus staff? Hear best practices from business savvy and successful Innkeepers. *Brian Mulcahy, Rabbit Hill Inn, moderator; Kathy Geist, Arcady Vineyard Bed & Breakfast; Kathy Hiatt, Bottger Mansion of Old Town*

5:30 pm – 6:30 pm

Shop the Marketplace

5:30 pm – 6:30 pm

Future AIHP Leaders Gathering

Are you interested in leadership possibilities with AIHP? Join Board members, Leadership Team committee members, and others like you who are active or are interested in becoming active with volunteer opportunities as little as an hour or two per month, short-term projects of several weeks, or much more depending upon your availability. Sign up no later than 9:00 am Tuesday so accurate reservations for each group can be arranged.

7:00 - 9:00 pm

BrainFood

Brain Food is a great opportunity to meet new people and at the same time share ideas and information on a common topic while discovering why Norfolk is a sizzling culinary destination. The topic list below is just the icebreaker to start the conversation; who knows in what direction the talk might flow. Sign-up sheets are available at the Attendee Registration Desk. Each group will be assigned a restaurant that will be no more than about a 4-block walk from The Main. Dinner is Dutch treat.

Statewide tourism initiatives (Pat McCauley)

New construction (Jim Leitch)

All things food (Yvonne Martin)

Aspiring and new innkeepers (Linda Hayes)

Family run properties (William Murray)

Renovating the property (Nancy Malikie)

Accounting, books, financial, and money (Dan Ingraham)

Exiting innkeeping: the good, the bad, and the ugly (Dean Carlson)

Selling your property and BnBs for Vets Program (Dallas Renner)

Interim inn management (Donna Olney Kohler)
Get 'er done! An operations discussion (Heidi Lanford)
Advocacy and industry issues (Rob Fulton)

Wednesday, February 28

7:15 – 8:45 am	Stay VA Annual Meeting and Member Breakfast
7:30 am – 5:30 pm	Marketplace Open
7:30 am – 5:30 pm	Attendee Registration Desk Open
7:45 – 8:45 am	Continental Breakfast in Marketplace
9:00 – 10:15 am	Concurrent Sessions

What's Next for Marketing?

Heads in Beds

Marketing your property is a constant challenge since how your guest receives information about travel experiences is changing practically every day. Do you know how to capitalize on micro-moments? What is RankBrain and how does it work? Is Siri the next voice of your Inn? What is a chatbot? Explore these topics and more in this session. *Patricia McCauley, InsideOut Solutions Inc. and Social Media Society member*

The Science and Art of Quality Coffee

The Guest Experience

Coffee is known as being the most complex food on the planet. There are endless possibilities to feature your quality coffee service, but done poorly it can leave a negative lasting impression. Through this session we will review brewing basics, demonstrate creative brew methods, share concepts around coffee and food pairing, and discuss how the stories of single origin coffees or designing your own unique blend can enhance your own business' story. *Greg Anderson, Standing Stone Coffee Company*

Ten Steps to Making Google Happy and Improving your Revenue

Heads in Beds

Improve revenue before beginning a marketing program! A quality web presence is still the first step in building your base revenue from free to organic to local traffic. Discover the top 10 steps in creating a stellar, quality web presence that will make Google proud. Learn to utilize Google's online tests to validate that your website is following Google guidelines, including changes just around the corner that could either improve or demote your placement. **An Advanced Skills Building Session** *Lisa Kolb, Acorn Internet Services, Inc.*

Benchmarks for the New Innkeeper. How do I Measure My First Year in Business?

Future Innkeeper

Besides looking at the bank balance, what other numbers and statistics should a new innkeeper look at to analyze their new endeavor? From occupancy to RevPAR, ADR, your Google position, and TripAdvisor reviews, these professionals will sort out and guide you as to what's important in gauging your success in those first few years. *Peter Scherman, The B&B Team; Rick Wolf, The B&B Team*

Wednesday, February 28, Continued

Rev Up Your (Virginia) Marketing Engines

Virginia Properties

All Virginia properties are invited to learn how to drive tourists to their destination. Find out more about Virginia Tourism Corporation's marketing opportunities, grants, legislative updates, and tourism initiatives. The session will include information about how to partner with the Artisans Center of Virginia that manages the Commonwealth's Artisans and Oyster Trails. *Steve Galyean, VTC Director of Planning & Partnerships; Staci Martin, VTC Coastal Virginia Tourism Development Specialist; Sherri Smith, Executive Director, Artisans Center of Virginia*

10:15 – 10:45 am

Break in Marketplace

11:00 am - 12:15 pm

Concurrent Sessions

Advanced Paid Marketing Strategies - Beyond the Free Stuff!

Heads in Beds

Is your paid marketing strategy adding to your bottom line? Explore how to navigate the changing world of paid travel search. Get advice on when to pass and when to say YES! A panel of travel professionals will help you decide the best fit with pros and cons of ad targeting, direct Online Travel Agency (OTA) connections, Global Distribution Systems, and directories like TripAdvisor, Airbnb, and BedandBreakfast.com. It's changing so don't get left behind! **An Advanced Skills Building Session** *Cindy Bachmann, Innkeeper's Advantage, moderator; Richard Aday, ThinkReservations; Adam Harris, Cloudbeds; Janice Hurley, BedandBreakfast.com; Ben Lloyd, Odysys*

Your Inn's Unique Guest-Centered Experience

The Guest Experience

Part 1 identifies the uniqueness that belongs to an inn and the experiences it offers. Creating a unique experience is one of the factors that differentiates one property from another. What is the difference between a guest-centered experience and a brand? Have you created a strong, meaningful tagline and concise descriptions to communicate the experience and engage guests? Examples of effective vs. ineffective efforts will be shared and you will be given the opportunity to create or fine tune your own. *Nancy Miller, Southmoreland on the Plaza, moderator; Selena Einwechter, Bed & Breakfast on Tiffany Hill; Marti Mayne, Maynely Marketing*

Understanding the Power and Influence of Your Property's Imagery

Heads in Beds

What unique creative approaches are you taking to properly sell your property, express your message, and influence your guest experience? Learn best practices on how to visually tell your story - from your website to social media and beyond - to attract more customers, professionally and legally. *Greg O'Laughlin, SWELL, moderator; Matt Huntington, BnBwebsites; Robin Sommer, MidAtlantic Photographic, LLC*

Wednesday, February 28, Continued

Website Conversion: Top 10 Tips to Increase your Conversion Rate

Heads in Beds

There is lots of talk about how to drive more traffic to your website but conversion rate optimization is often overlooked. In this session, dive deep into the top 10 tips you can use to increase the percentage of website visitors who ultimately make a booking. The speaker will share benchmarks so you know how your conversion rate compares to the industry average. **An Advanced Skills Building Session** *Matt Bare, Q4Launch*

The Legal Challenges of Human Resources

Back of House

Legal and governmental mandates are affecting even the smallest of businesses. Constantly increasing minimum wage, health care uncertainty, paid family leave laws, workers' compensation issues, unlawful terminations, and more can put the most well-intended innkeeper on the wrong side of the law. Our legal expert will speak to the workplace issues facing us today and how we can best adapt our practices to be in full compliance. *Anne Bibeau, Vandeventer Black, LLP*

12:15 – 2:00 pm

Lunch/Shop Marketplace

2:00 pm

Silent Auction Ends

2:15 - 3:30 pm

General Session Keynote Speaker

The Financial Impact of Millennial Influence on Travel

So what's the point in attending a conference? In our mind, it's sharing strategies and tactics that you take home and use to be proactive in building your business. Jeff Fromm is one of those leaders that will give you something to think about. Although not a Millennial as defined by his age, Jeff Fromm is the Millennial Marketing Guy. In this session, Jeff will share research from two top-selling Millennial Marketing books, *Marketing to Millennials* and *Millennials with Kids*, and numerous research reports including a recent report about the affluent millennial population, *Money Matters*. Jeff highlights what he considers to be the best practices in the market today of companies creating brand engagements that are winning with millennials.

Jeff Fromm, President, FutureCast

General session sponsored by ThinkReservations

3:30 - 4:15 pm

Break/Shop Marketplace

Break goodies are thanks to ijk Partners

3:30 pm

Silent Auction Results

4:30 - 5:45 pm

Concurrent Sessions

Wednesday, February 28, Continued

How to Win with Modern Consumers

The Guest Experience

Join this hands-on session with exercises to re-imagine how small brands can compete in a world with so many large brands. Jeff Fromm will focus on:

- What's your content marketing plan look like?
- How are you thinking about creating re-markable experiences for current guests?
- Being hyper-local is the only way to win against larger brands!

Jeff Fromm, President, Futurecast and Millennial Marketing Guy

#You'veGotThisBreakfast

The Guest Experience

This session features beautiful breakfast ideas to please even the gluten free, lactose intolerant, and vegan guest with a tree nut allergy. The speaker, a contestant and episode-winner from the Food Network's Holiday Baking Show, defines dietary restrictions and food allergies, and the importance of avoiding cross-contamination. Watch as she demos simple, beautiful dishes made for the whole house yet is easily adapted to the guest with a dietary restriction. *Susan Steffan, Farmers Guest House B&B*

This session sponsored by King Arthur Flour

Create and Deliver On Experiences for Your Guests

The Guest Experience

Part 2 You have taken steps to identify the wholly unique experience you provide to guests. You understand how important it is to have offerings aligned with that experience, which generates and increases revenue. How are you doing at providing packages, products, and services that reflect your inn experience?? Table moderators are innkeepers who have great success teaming with area businesses, hosting events on and off site, creating packages and add-ons, furnishing amenities and little extras, selling off the shelf items, and taking advantage of area attractions. Attendees will move from table to table, giving exposure to a wide range of approaches to consider for implementation at your own inn.

Nancy Miller, Southmoreland on the Plaza, facilitator; Andrea Bushweiler, The Lakehouse Inn & Winery (teaming with local merchants); Selena Einwechter, Bed & Breakfast on Tiffany Hill (profiting gift shop); Tammy Ensey, Historic Elgin Hotel (hosting on-site events); Heidi Lanford, Iris Inn (incorporating area uniqueness); Lucy Lewand, Camellia Inn (creating easy, fun packages with good PR); Marti Mayne, Maynely Marketing (packages and partnerships); Leslie Mulcahy, Rabbit Hill Inn (stacking add-ons). Session sponsored by Lake Pointe Creative Marketing.

What's New In Insurance?

Back of House

Led by an experienced and knowledgeable educator, this workshop has been well received at state and national conferences from the east to the west coast. This energizing and engaging session is interactive and includes claims case studies on workers compensation, liquor liability, civil authority (loss of income), and ordinance and law. Participants will learn how risk management can influence business decisions and the bottom line in unexpected ways. This workshop is a key education component for property owners and managers. *Mitchell Pies, Mitchell J. Pies Agency*

Wednesday, February 28, Continued

Revenue Management – Your Path to Increased Revenue

Heads in Beds

The days of setting and forgetting your room rates are over. In this competitive market innkeepers must approach rates using 365-day pricing to help drive revenue up year after year and create a safeguard in down years. One of the ten most highly rated sessions at InnSpire Summit, this session focuses on when to make real time rate adjustments, what reports and environmental factors are crucial to make smart and educated decisions, how and when to use the OTAs to your advantage, and why revenue management can be critical in the ramp-up to an exit strategy. *E. Scot Fuller-Beatty, The Chadwick Bed & Breakfast and ThinkReservations; Dan Clark, Inn of the Turquoise Bear; Amy Smith, Saratoga Arms. Session sponsored by Turkish Towel Company.*

Marketing for the New Innkeeper

Future Innkeeper

With so many marketing options available, it is difficult to determine where to start. This session will help you prioritize where to spend your money in the first years of business and how much time to dedicate to each marketing channel. From website and OTA's, to working with local press and travel boards, to content management marketing, this session will help you track your efforts and get the most bang for your buck. *Scott Bushnell, Bushnell & Bushnell Services, Inc; Mary White, BnBfinder.com*

6:30 pm - 11:00 pm

Shindig and Live Auction (separate ticket required)

We'll start with time for mingling and bumping into friends and colleagues for conversation. Dinner will feature Virginia victuals to please your palate. And then there's the music. The Bellevue Rhythmaires delight crowds with a down-home sound that is down-right awesome. Their harmonizing hooks will pull you out of your seats and out onto that dance floor.

And, of course, between the sets there is opportunity to bid on some pretty terrific trips ranging from lobstering in Maine, ballooning in New Mexico, relaxing in Costa Rica, sipping wine in California, and maybe catching some fifes and drums while exploring historic Virginia. The live auction is packed with great trips and great services with proceeds to support AIHP's ongoing mission to promote and support the sustainability of small lodging hospitality establishments in a changing environment through networking, advocacy, professional development and progressive business practices. *Shindig sponsored by Bedandbreakfast.com/Rezovation.*

Thursday, March 1

7:30 – 11:00 am

Attendee Registration Desk Open

7:30 – 11:00 am

Marketplace Open

7:30 - 8:45 am

AIHP Annual Meeting and Member Breakfast

Sponsored by Connected Benefits

Thursday, March 1, Continued

9:00 - 10:15 am

Concurrent Sessions

Blueprint for Making 2018 the Best Year Ever!

Heads in Beds

Terry Hammer's presentation at InnSpire Summit was the most highly regarded workshop at the conference. This year's session is designed for innkeepers serious about dramatically improving their income, profits, and guest satisfaction with more specific examples than you'd expect, including the owner's 2016 and 2017 financials. Among topics to be covered are ways to achieve lodging profitability, staffing models, utilizing managers, improving guest satisfaction, and tracking ROI for lodging and weddings. The speaker will share a 50-item checklist that is an operational and financial blueprint to make 2018 the best year ever! **An Advanced Skills Building Session** *Terry Hammer, Hermann Hill Vineyard Inn & Spa*

Financial Record Keeping

Future Innkeeper

This session will explore the standard income and expense line items you should have in your P&L when establishing your inn model. Understanding standard costs are important in helping you create priorities in marketing, operational and capital resources whether a full-service property or a traditional bed and breakfast. The presentation will explore variations in revenue and expense line items based upon different models, and will take a look at expenses that should be accounted for when purchasing an inn. *Eliot Dalton, Eliot Dalton Inn Consultant and Broker; Ray Rosset, Innkeeper Emeritus and Certified Chartered Accountant*

Airbnb: Taking Advantage of New Opportunities

Back of House

Airbnb began in an environment of non-regulation or taxation requirements until recently. Their "sharing economy" paradigm, coupled with extraordinary growth, was quite the disruptor in our industry. But the evolution continues. In this session, Airbnb will provide an overview of the changing direction of the company, and innkeepers currently using this channel will share examples of how working with this giant OTA can work to your benefit. *Phil Jenkins, Deer Brook Inn, moderator; Cameron Houser, Airbnb; Cheryl Michaelsen, Berry Manor Inn and Rockland Talbot House; Ed Fischer, North Fork Mountain Inn*

Hospitality Technology: What Does Tomorrow Bring for Inns & B&Bs?

Back of House

There is no denying that High Tech has made its way into all aspects of our innkeeping lives. But in this very personal business, how do we balance High Tech with High Touch? From cloud computing, in room entertainment, broadband issues, and even artificial intelligence, learn where technology of today and tomorrow will take us and how it fits in with the inn experience. *Michael Blake and Armand Rabinowitz, Hospitality Technology Next Generation Session sponsored by Acorn Internet Services.*

10:15 - 10:45 am

Last chance to Shop Marketplace

Thursday, March 1, Continued

11:00 am - 12:15 pm

Concurrent Sessions

Expert Panel - Live Marketing Reviews

Heads in Beds

Learn more about website marketing by viewing particular pain-points of five websites selected from Summit 2018 early bird registrants. *Amy Smith, Saratoga Arms, moderator; Ann Marie Houlihan, q4Launch; Allison Crumpton, White Stone Marketing; Lisa Kolb, Acorn Internet Services, Inc; Patricia McCauley, InsideOut Solutions Inc.*

Industry Study of Market Opportunity and Consumer Behavior for the North American B&B Marketplace

Back of House

This just completed study was conducted by *Phocuswright*, the global travel and research authority, on how travelers, suppliers and intermediaries connect. Sponsored by *BedandBreakfast.com/HomeAway* and *AIHP*, the research positions Bed and Breakfasts as a legitimate sector of the broader lodging marketplace, and the data describes the digital shift occurring in B&B's, both on the consumer and operator side, and assesses the importance of B&B's to various travel segments with a focus on the Millennial traveler. The research also defines key trends and identifies opportunities for growth. *Janice Hurley, Bed and Breakfast.com; Rob Fulton, Association of Independent Hospitality Professionals*

Improving the Bottom Line: Understanding Your Business Assets and How to Maximize Return

Back of House

With the number of hotels, B&B's and inns exploding, what can we do now and in the longer term to effectively compete with them, and to improve the financial success of our lodging properties? Using real world examples, the speakers will demonstrate how to make the most of your assets. Simple and often inexpensive changes to an inn and/or its business practices can improve the bottom line, bring more guests flocking to the door, and more buyers willing to pay the asking price when it's time to sell. **Designed for master level innkeepers.** *Carol and Tom Edmondson, Innkeepers Emeritus, Innkeeping Specialists*

Keeping it Fresh

Back of House

Your guest is changing and so are their tastes in decor, style, and amenities. It's not only the younger demographic that likes a cooler, cleaner, less cluttered look. Home decorating shows have spurred on the masses to seek a "new look" at an affordable price. No matter the age or history of your property, keeping changing guest preferences "top of mind" is important to your bottom line. *Gary Inman, Baskervill. Sponsored by The Comphy Company.*

Thursday, March 1, Continued

The Second B: Breakfast from A to Z

Future Innkeeper

Breakfast is an important key factor in your success as an innkeeper and a terrific marketing opportunity. Options are as varied as the inns that offer them. Create a guest friendly and social media worthy breakfast offering and increase your presence and your ADR. Plan ahead, purchase wisely, do it well, and increase your bottom line. Get some expert advice on what to serve, when and how. Explore the pros and cons of full or continental, buffet or plated, and dining room layout. *Yvonne Martin, The White Oak Inn; Lynnette Scofield, The William Henry Miller Inn*

12:30 - 2:00 pm

It's a Wrap!

Farewell Luncheon, Drawings, Awards, & Announcements

Enjoy lunch, then sit back and enjoy the announcements as we bid farewell until next year.

Awards

Chair of the Board Award

Founders Award

The Voice of Innkeeping Award