

Rollin' on the River!



photo provided by: Baton Rouge Convention and Visitors Bureau

LOUISIANA/MISSISSIPPI/ALABAMA
BED & BREAKFAST ASSOCIATION
ANNUAL CONFERENCE 2010

JULY 25 - 28, 2010

BATON ROUGE, LA

Accommodations

Hilton Capitol Center

This year we have chosen the historic Hilton Capitol Center as our conference location. This full service Triple A-four diamond, historic property will be the perfect setting. It was built in 1927 and previously called the Heidelberg Hotel and for a brief period it served as the State Capitol for Louisiana. In addition to numerous Louisiana politicians, former U.S. Presidents John F. Kennedy, Hubert H. Humphrey and Jimmy Carter, as well as Will Rogers and Cuban President Fidel Castro have all been guests of the hotel. Some even say it's haunted. So, you can see this property is very rich in historic history, just like many of our own Bed & Breakfasts and we look forward to spending a few days with you in Baton Rouge! You can make your hotel reservations now by calling the Hilton Capitol Center at (225) 344-5866, make sure to let the hotel know you are attending the Louisiana Bed & Breakfast Conference to receive the special room rate of \$119 single/double. The deadline for receiving this special rate is Friday, June 25, 2010.

Complimentary Wireless Internet is available in your room as well as a free shuttle within a five mile radius of the hotel. There is a complimentary business center to make sure you stay INN touch and if you are flying into Baton Rouge, contact the Hilton for free shuttle service to/from the airport. Valet parking is available for \$16/night or you can choose to park in the public garage located approximately 1 block away.

Hilton Baton Rouge Capitol Center
201 Lafayette Street
Baton Rouge, LA 70801
Ph: (225) 344-5866
www.hiltoncapitolcenter.com



CONFERENCE INFORMATION

Exhibitor Information

Exhibit space may be reserved by paying the exhibitor registration fee of \$350. This fee includes one full registration and entitles the exhibitor to all convention functions. Each exhibitor is furnished a 6' display table and two chairs. Exhibitor set up is Monday, July 26, 2010 from 8:00am - 4:30pm. Please refer to the enclosed preliminary schedule for complete details regarding the exhibit times. Additional persons assisting in the booth must register at \$125 per person. Assistants may attend all convention functions.

Cancellation Policy

Cancellations must be received by Friday, July 3, 2010, to receive a full refund. Cancellations received after July 3, 2010, will receive a 50% refund. No refunds will be issued after July 24, 2010.

Sponsorships

Sponsorships are available for all conference functions. All sponsors will have their name listed in the Conference program and displayed throughout the conference. Please contact Sharon Vennen at LBBA at 225-590-3084 or Maybelle Beasley at BBAM at 601-956-0084 for sponsorship information.

Door Prizes

Please forward all door prizes to: Sharon Vennen, LBBA, P.O. Box 82856, Baton Rouge, LA 70884

Thanks to our Sponsors, Exhibitors and Contributors

We appreciate all of the businesses, vendors and sponsors that are supporting our conference. Please patronize them or refer your guests and clients to them whenever possible during and after the conference.

ABOUT OUR VENUE FOR 2010

Baton Rouge, LA

"Located about 80 miles west of New Orleans and known affectionately as the Red Stick, Baton Rouge, Louisiana is home to the renowned action of Louisiana State University and Southern University athletics, legendary Louisiana Cajun cuisine, a booming film and television industry, fascinating plantation tours, Mardi Gras thrills, family friendly festivals and a variety of attractions, events and festivals the whole family can enjoy."

-Visit Baton Rouge



Alligator Bayou Swamp Tours, photo provided by: Baton Rouge Convention and Visitors Bureau



Boats on the Mississippi, photo provided by: Baton Rouge Convention and Visitors Bureau

Sunday, July 25th, 2010

9:00am - 4:00pm

Aspiring Innkeeper Workshop, Hilton Capitol Center

Optional Aspiring Innkeeper Workshop (lunch included) **Patrick Ashton, Instructor**
Patrick Ashton, Innkeeper of Ashton's Bed and Breakfast, will present this full day session. This is an educational opportunity for those "testing the water" or opening a Bed & Breakfast. If you are an innkeeper, the workshop will be an invaluable refresher tool for the basics. Learn about start-up, branding, marketing, pricing, policies, website development, and more. This workshop is separate from the conference and requires an additional fee. This workshop will be held at Hilton Capitol Center.

4:30pm - 5:30pm

Board Meetings- Hilton Capitol Center

6:00pm - 8:00pm

Casual Dinner -

Lucy's Retired Surfer Bar and Restaurant- 151 Third Street, Baton Rouge, LA 70801

Enjoy a casual and relaxing dinner at Lucy's. This is a great opportunity to kick back, relax and meet some of the fellow innkeepers around the state. You never know... you just might have a little fun! Dress casual, Dutch Treat

Monday, July 26th, 2010

8:00 am - 10:00am

Registration / Silent Auction / Exhibitor Set up - Hilton Capitol Center Exhibitor set-up Monday anytime between 8:00am - 4:30pm

10:00am - 11:30am

Internet Marketing Panel

Hear from 3 of the industry experts about how you can use the internet to maximize your business potential. Bring your questions because we will allow for plenty Q & A in this session.

11:30am - 11:45am

Load Buses in front of the Hilton Capitol Center

11:45am - 5:00pm

Rollin' on the River! Familiarization Tour - Box Lunch provided on Bus

Touring plantations and B&B's along river road! Join us as we visit, Oak Alley Plantation, Laura Plantation, Houmas House Plantation and Gardens and the Cajun Village Cottages. Make sure to dress cool and casual!

5:30pm - 7:30pm

Welcome Reception with Exhibitors, Sponsored by Baton Rouge Convention & Visitors Bureau. Come and meet the vendors at the 2010 Convention. This is a great opportunity to get to know the suppliers in our industry. The auction will be open for your bidding pleasure. There will be hors d'oeuvres and cash bar available. Make sure to attend to be eligible to win a spectacular door prize! Winners must be present!

7:30pm

Dutch Treat, Dinner Roundtables

Enjoy dining at one of the many of Baton Rouge's fabulous downtown restaurants! Reservations required at the conference registration desk.

Tuesday, July 27th, 2010

8:00 am - 8:45am

Registration / Silent Auction Open / Continental Breakfast with Exhibitors

8:45am - 9:00am

Conference Welcome, Baton Rouge Convention & Visitors Bureau

9:00am - 10:15am

Innkeeping Today and Tomorrow, presented by Jay Karen

A "State of the Industry" address from the perspective of someone who sees and hears from all corners of the country and from 30,000 feet in the air. Come to hear important industry research findings and consumer trend reports that relate directly to running your inn. The information you'll hear at this session will give you knowledge and confidence to handle the challenges and opportunities ahead.

10:15am - 10:45am

Coffee Break with Exhibitors

10:45am - 11:45am

How to Write and Distribute a Press Release, presented by Cynthia V. Campbell

As former travel writer with 39 years experience, Cynthia will focus on how to write and distribute press releases in today's evolving Internet and social media communications.

11:45am - 2:00pm

Exhibitor Showcase & Luncheon

2:00pm - 3:30pm

The Sales Tacklebox - 7 Steps for getting more heads in your beds, presented by Craig Marinello

This session will focus on the sales training in the bed and breakfast industry and will review techniques for grass roots marketing, Internet marketing, sales strategies, referral generation, developing repeat customers and enhancing the customer experience.

3:30pm - 3:45pm

Coffee Break with Exhibitors

3:45pm - 5:00pm

Bloggng for Success, presented by Jeff Logan

Learn how to bring more visitors to your website. You will see how to blog correctly, find photos, videos, and make maps for your blog. Blogging is fun and this hour long session will show that you, too, can be a blogger.

5:00pm - 6:00pm

Wine & Cheese with Exhibitors - last chance to visit

How about a little vino to go with the vendors? Enjoy some wine and cheese as we have this final opportunity to visit with those vendors that have graciously supported our conference. And, don't forget to place your final bid on your favorite auction items. And, did I mention DOOR PRIZES?!! You must be present to win!

5:45pm

Auction Closes

7:00pm

Fais-do-do, The Stockade Bed & Breakfast, Baton Rouge

Fais do-do - {fay dough dough} cajun party with music, dancing and plenty of food which usually goes late into the night; Literally translates as "go to sleep," which is what the dancers would tell their children. Traditionally, these dances would be held in a home and all the children would be delegated to one room.

Janice DeLerno, Innkeeper at The Stockade, will make sure we pass a good time, Cher! This is sure to be fun for everyone! Don't miss out on some authentic Louisiana food as we enjoy a mix of Cajun and country music by "Good and Ugly," complete with Cajun dancers and all!

Wednesday, July 28th, 2010

8:00am - 9:30am

Continental Breakfast / General Membership Meeting

9:30am - 10:30am

Breakouts

Marketing- Beyond the Internet, presented by Peter Sharp

Peter will provide tried and true methods of increasing business through successful marketing techniques including effective packaging.

Mastering Online Reviews and Reputation Management, presented by Jay Karen

Marketing is no longer just having rack cards and a pretty website. In the age of 2.0, marketing now includes monitoring and influencing your reputation vis-`a-vis all the various new forms of social media websites, i.e. TripAdvisor, BedandBreakfast.com, Yelp, Twitter, Facebook, Flickr, YouTube and even Google. What's an innkeeper to do? Come learn the do's and don'ts, and be a confident player in the new age of marketing.

10:30am - 11:30am

Cooking Demonstration

Enjoy a wonderful cooking demonstration and enjoy a little taste of heaven and add a great new recipe to your collection

11:30am

Grand Prize Giveaway / Adjourn

10:10am - 11:30am

Innkeeper Best Practices - Roundtable

About our Speakers

Patrick Ashton



Patrick is a veteran Innkeeper with more than 10 years experience in the lodging business. He and his lovely wife Karma own and operate Ashton's Bed and Breakfast in New Orleans which they purchased in 1998. He has served as Vice-President of the Louisiana Bed & Breakfast Association and was on the board of that organization for several years. Prior to innkeeping as a profession, Patrick spent much of his career in computers. He was Systems Maganer for a large architectural firmand he is an expert in computer information systems.

Peter is a 35 year veteran of the hospitality industry. He joined Hyatt Hotels after graduating from college, and quickly moved up the ladder, primarily with the Park Hyatt concept where he opened five hotels. After a fourteen year ccreer with Hyatt, Peter, his wife Tamar and twins Simon & Sophie lived abroad for nine years in Bermuda and the Bahamas. There he opened the Atlantis Resort, and served on the Boards of the Bahamas and Caribben Hotel Associations.

The Sharps then realized a life-long dream of owning their own Inn. They purchased the Fairview Inn in Jackson, MS in August of 2006. Recently completing a half million dollar renovation, they added Sophia's Restaurant, nomiSpa day spa and a gift shop. Since acquiring the Fairview Inn, revenues have consistently increased despite the economy. Peter is President of the Bed & Breakfast Association of Mississippi and serves on several tourism and charitable Boards. Peter recently formed Sharp Hospitality Services to assist other Innkeepers, hoteliers and Spa owners in developing their businesses.



Peter Sharp

Jay Karen



Jay Karen is the President and CEO of the Professional Association of Innkeepers International, the leading trade association representing owners of bed and breakfasts and country inns. PAIL provides education, communications, public relations, networking, and research services to its membership and the greater industry. PAIL hosts the world's largest annual gathering of innkeepers, The Innkeeping Conference & Trade Show, and publishes the industry's leading trade publication, Innkeeping Quarterly (IQ). Prior to his role at PAIL, Jay was with the National Golf Course Owners Association for ten years, having served the association in several senior staff capacities. Jay holds a Master of Arts degree in American History from the College of Charleston and is a Certified Association Executive (CAE) by the American Society of Association Executives.

Jeff Logan has developed successful websites for the travel industry since 1994. He specializes in sites for individual innkeepers, lodging associations and tourist destinations. Through Jeff's leadership, InsideOut Solutions has become the largest developer of industry-specific web products for the B&B industry. This includes online site editing, online gift certificates, editable client slide shows and Blog development. Most importantly, Jeff cares about developing lasting customer relationships. He's traveled across the country to meet clients in person, visit their inns and get a feel for what makes their region special. Over the years, he has spoken to more than 10,000 innkeepers, helping them better understand the opportunities offered by the Internet. An award-winning web developer, Jeff has been recognized a number of times for his work in the hospitality and tourism industries. Most recently, he and his team won the Designer's Challenge, sponsored by PAIL. When he isn't working and researching new ideas, Jeff loves spending time with his wife, Beth, and their two sons. Jeff also enjoys kayaking, hiking, collecting music and is an avid photographer.



Jeff Logan

Craig Marinello



Craig has been delivering professional speaking engagements for 10 years to businesses, associations and organizations. His expertise in corporate training is in the areas of: sales, referral generation, marketing, customer service, management, time management, inner office behavior, and strategic planning. He has served on the Board of Directors for the LTPA since 2005. Craig was also the chairman of the Small Business Advisory Council of the St. Tammany West Chamber of Commerce in 2009. Currently, Craig is the chairman of the Northshore Rising Professionals, and serves on the Board of Directors for the Saint Tammany West Chamber of Commerce.

He has been in sales, management, and training for over 14 years, and has motivated companies such as Wendy's, State Farm, and Enterprise Rent-A-Car. He has also spoken many times to organizations such as: the Kenner Professional Business Association, Meeting Professionals International, Louisiana Society of Association Executives, the Referral Institute, local Chambers of Commerce, universities and academic institutions across the state. He was also a speaker at the 2009 Mississippi Governor's Conference on Tourism and was a featured speaker this year at the Louisiana Tourism Summit in January, delivering his program "The Sales Tackle Box." Craig practices what he preaches, as a sales executive with Sage Payment Solutions,

Cynthia is an editor and writer with 39 years experience with *The Advocate* in Baton Rouge, LA. She is founder and editor of the newspaper's travel section. She planned and created the section's design and content. She wrote feature stories on every region of Louisiana as well as stories on other U.S. cities and countries, including Canada, Britain, Europe, China and Mexico. She created the Louisiana Travels column to encourage people to travel the entire state. She also created a consumer-oriented Travel Tips column and the Way to Go photo feature.

In covering tourism, she interviewed people from all walks of life from swamp tour guides to owners of cruise lines and tour companies. Her latest project is the just released "Insider's Guide to Baton Rouge" by Globe Pequot Press. Cynthia is a graduate of the University of Texas - Austin, School of Journalism. Before moving to Louisiana, she served as the Home and Garden Editor of the San Antonio Express-News. Cynthia is a member of the Society of American Travel Writers and the Baton Rouge Chapter of Women in Journalism.



Cynthia V. Campbell

Rollin' on the River

Sunday, July 25 - Wednesday, July 28

2010 Louisiana / Mississippi / Alabama Bed & Breakfast Associations
ANNUAL CONFERENCE
Hilton Capitol Center ♦ Baton Rouge, Louisiana

REGISTRATION FORM

(Please duplicate this form as necessary) Any questions contact LBBA at 225-590-3084 or BBAM at 601-956-0084

Mail or Fax Completed Registration Form to:

Sharon Vennen - Louisiana Bed & Breakfast Association - PO Box 82856 - Baton Rouge, LA 70884 -

Ph 225-202-0084 - Fax 225-709-9428

- \$149 **Aspiring Innkeeper Workshop** (Includes lunch & materials)
***THIS IS SERPARATE FROM CONFERENCE REGISTRATION**
- \$225 **LBBA / BBAM / BBAA Member - Full Registration** (includes all conference meals & functions)
- \$200 **LBBA / BBAM / BBAA 2nd Member - Full Registration** (includes all conference meals & functions)
- \$325 **Non Member Full Registration** (includes all conference meals & functions)
- \$175 **New Member Joining LBBA/BBAM** (Special rate with their paying the full membership dues)
- \$150 **Tuesday Only Registration** (includes all Tuesday Conference Meals & Functions)
- \$60 **FAM Tour Only Registration** (Monday FAM tour only)
- \$350 **Exhibitor Registration** (includes one full registration & all conference meals & functions)
- \$125 **Additional Booth Assistant** (includes one full registration & all conference meals & functions)
- \$125 **Literature Only Display for Exhibitors** (Items must be shipped to LBBA office by July 13th)
- \$30 **LATE FEE if registering after July 16, 2010.**
- \$ _____ **Total Amount Enclosed**

Please check here to indicate your attendance on the FAM trip. FAM Trip is included in your registration please let us know if you will be joining us on the trip.

PAYMENT INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Additional Registrant/Booth Assistant _____

Payment Type: Check MasterCard Visa Discover

Card Number _____ Exp Date _____ V Code _____

Signature _____ Date _____