

Inndulge and Soar in Red Wing
Minnesota Bed and Breakfast Association Conference
St James Hotel in Red Wing
April 20-22, 2008

Sunday, April 20

9 am to 4 pm

Aspiring or Beginner Workshop
(separate registration)

Optional Safe Food Service class \$175

MUST Register by April 4 for this class

NOON TO 4 PM

VENDOR SET UP

4-6 PM

Registration and drop off silent or live auction items.

Vendor Reception Cash bar and appetizer buffet

6-9PM

Welcome Reception at Inns of Red Wing integrated with Bus tour with
Wine and cheese on bus as extension of reception at St James.

Unique this year is fabulous Vendor space with new vendors plus lots of our old friends
with wonderful wares and prizes! A scavenger hunt with vendors will be even more fun!

PRIVATE SESSIONS ARRANGED WITH WILLIE FROM WEBERVACTIONS TOO!
NOTE TIME PREFERENCE ON REGISTRATION

Monday, April 21

8-9AM

Registration Continues

8-8:45 AM Continental Breakfast/Vendors

8:45-9:45 AM

Welcome by Suzanne Tweten
and introduce Keynote John Schumacher!!

10 – 10:50AM **Cooking tips from Chef John**

Jeff Logan: Web E-2 (Repeat)

Brett Olson: Renewing the Countryside—all about Green Routes

10:50-11:35 AM **Break and time with vendors & bid silent auction items**

11:40- 12:30

Barb Trueman: Enhancing Guest Rooms-Increase profits (Repeat)

Beth Gauper: Meeting Media expectations

Marilyn Wallick: The Energy of the Bedroom

& the Sanctity of the Kitchen (Repeat)

12:45- 1:45 PM Lunch

1:45-2:30 PM

B B B Birding with Dave Vogel and Sharon Stitler

>>>>>

Inndulge and Soar continued

- 2:45- 3:30 PM **Janice Hurley: Pros Prose (Repeat)**
Panel of Innkeepers: Green and Meaningful!
**Marilyn Wallick: The Energy of the Bedroom
& the Sanctity of the Kitchen (Repeat)**
- 3:30-5:00 PM Time with vendors & Scavenger Hunt with Vendors**
- 6 pm -- Iron Chef Competition & Dinner plus Live and silent auction with
Alan Fink & Gary Sonnenberg and their teacher
Jerry Phillips from Rittenhouse Inn !!
Scavenger hunt awards**

Tuesday April 22

- 7:30-8:30AM Continental Breakfast
- 8:45 -9:30 AM **Janice Hurley: Pros Prose (Repeat)**
Innkeeper Panel: Recipe for Revenue- making your kitchen work!
Jeff Logan: Web E2 (Repeat)
- 9:40-10:40AM Janice Hurley: Empty beds and empty wallets
Sharon Broman: Making Time to take the Time
Barb Trueman: Enhancing guest rooms to increase profits (Repeat)
- 10:45-11:45 AM **Cracker Barrell Round Robin tables:**Our version of speed dating-
Every 10 minutes, we will ring the bell and all go to a different round table discussion.
We learn so much from each other! Come with questions and advice! After lunch and/or
in future newsletters, we will share the highlights of these discussions.
- Insurance questions/problems **Policies** Using Local Foods **Blog or else:** Birding
packages **Avoiding burnout** Last minute reservations **Value added promotions:**
Economy and outlook for Mn Tourism **Security in changing times** Little Things mean a
lot **The financial repercussions of selling your inn**

11:45 AM – 1 PM **Lunch and annual meeting**

**Our teachers: Jeff Logan from Inside Out; Janice Hurley from Bed and Breakfast.com;
Willie Louthen Brown from Webervations; Brett Olson from Renewing the Countryside;
Dave Vogel from Mn Office of Tourism; Sharon Stitler from Birdchick.com; Chris Brown
Mahoney and Mike Waulk from Moondance Inn; Barb Trueman from Paramount Pixals;
Beth Gauper from St Paul Pioneer Press and Bethgauper.com; Ted Young from Poplar
Creek; Mary Grover from Solglint Inn; Marilyn Wallick from Red Rabbit Feng Shui;
Sharon Broman from Inn Temps and Keynote John Schumacher!**

Much gratitude to host innkeepers of Red Wing!!