

TENTATIVE ITINERARY –

Monday, November 1, 2021 – BOOTCAMP 101 for Aspiring & New Innkeepers

9:00a-4:30p ***NEW START TIME DUE *****

Presenters: 9:00am - Jeff Logan, Logan Marketing – Marketing in a New Era 2022

9:45am - Gabriel Goorsky, CPA, Resolute Accounting – Setting up for Success

10:30am - Shawn Hankel, Security State Insurance – Does My Insurance Cover This?

11:15pm – Kris Ullmer, Association of Lodging Professionals (ALP) – You’ve Got Questions, We Have Answers

Noon – Lunch Round Table Discussions

1:00pm - Wynn Salisch, Casablanca Ventures – Avoiding Hidden Fees & More – Credit Card

1:45pm – Randy Bang – Get Heads in Beds - *Critical Success Factors for the Aspiring Innkeeper

2:30pm – Cindy Bachman – Innkeepers Advantage – Marketing 101 – A Recipe For Success!

3:15pm – Janice Hurley, BnBfinder - “Weathering the Storm: State of the Industry and the Traveler’s Perspective”

4:00pm - THINK Reservation Systems – Sharon- Property Management Systems

4:00p-6:00p – Rivertown Inn Open House (please RSVP on registration form)

6:30p - Registration/Meet & Greet in Charlie’s Pub (cash bar, dinner on your own)

Tuesday, November 2, 2021

7:30a-8:30a Registration and Breakfast on your own

8:30a-8:55a Opening Address – Welcome & Intro Vendors

9:00a-9:45–

Breakout Session 1 – Margaret Telfer – Culinary Wellness Advisor Cooking Demo

Breakout Session 2 – Jeff Logan – Logan Marketing – Internet Marketing for 2022 & Beyond

Breakout Session 3 – Lissa Pawlisch, Clean Energy Resource Teams; Tangible Options for Your Business

Breakout Session 4 –

30-minute break – Visit Sponsors/Vendors & Make Appts

10:30a – 11:15a

Breakout Session 1 – Cindy Bachman – Innkeepers Advantage - *Remote Technology For the Lodging Industry

Breakout Session 2 – Wynn Salisch – Casablanca Ventures – *Understanding Your Credit Card Statement

Breakout Session 3 – Gabriel Goorsky, CPA - Resolute Accounting - *Can I Deduct This?

Breakout Session 4 –

11:15a-Noon Visit Sponsors/Vendors & Make Appts

Noon-1:15pm – LUNCH in Ballroom - Speaker Janice Hurley – BnB Finder – Trends in Travel Post Covid

1:30p-2:15p

Breakout Session 1 – Heather Turner- ALP – ZOOM – *Are You Blogging or Just Blabbing?

Breakout Session 2 – Shawn Hankel – Security State Insurance - *Does My Insurance Cover This?

Breakout Session 3 – Sharon – THINK Reservations- *Why Google Hotel Ads & OTA's Work

Breakout Session 4 – Randy Bangs – Get Heads in Beds - *"Ten tips to Thrive Post Covid."

30-minute break: Visit Sponsors/Vendors & Make Appts

2:45p-3:30p Breakout Sessions

Breakout Session 1 – John – Blue Water Promotions – *Use What You Sell; Sell What You Use

Breakout Session 2 – Heather Turner – ALP- *How to Develop Your Media Kit & Why

Breakout Session 3 – Wynn Salisch – Casablanca Ventures *Understand Your Credit Card Statement

Breakout Session 4 – Cindy Bachman – Innkeepers Advantage – Remote Technology for the Lodging Industry

3:30p-4:15p Breakout Sessions

Breakout Session 1 – Kris Ullmer – ALP - *Does My Chicken Qualify as a Service Animal? Understanding what ADA Compliance means

Breakout Session 2 – Gabriel Goorsky, CPA, Resolute Accounting - *Why Quickbooks?

Breakout Session 3 – Sharon – THINK Reservations – Pricing & packages; How to Make More \$\$

Breakout Session 4 – Jeff Logan – Internet Marketing for 2022 & Beyond

Time with Vendors 4:15-6:15; 5:00p-6:30p Social Time (Cash Bar)

6:30p Grand Ballroom - Banquet / Auction / Raffle / Storytime

Wednesday, November 3, 2021

7:30a-8:30a Buffet Breakfast included –

8:00-8:30a – SPEAKER- Kris Ullmer – ALP – It's Your Future – OWN IT!

8:45a-9:15 Closing Remarks/Prize Giveaways/Vendor Remarks (Grand Ballroom)

9:15a-10:30 – Vendor Time/Appts (Grand Ballroom)

10:30a-12:00p Minnesota B & B Association Member annual meeting

*Subject to Change