

# 2007 NABB Fall Conference

## Tentative Agenda

### Pre-Conference Activities

Monday, October 15, 2007

Traditions Inn Bed & Breakfast

2905 14<sup>th</sup> St., Columbus, Nebraska

#### Aspiring Innkeepers Workshop

**Harriet Gould**, Pine Crest Farms B&B

*Learn important information you need to know to prepare you for the world of innkeeping.*

*Association resources available to you: Jay Karen, President & CEO of PAII; Mary Coleman, NABB President; Connie Larrington, NABB Vice President*

Registration .....	3:00-3:30 p.m.
Main Session.....	3:30-5:30 p.m.
Wine and Cheese Social.....	7:00-9:00 p.m.

*Enjoy Nebraska products while networking with Jay Karen, NABB members, and aspiring innkeepers.*

### Tuesday, October 16, 2007

New World Inn & Conference Center

Hwy. 30 & 81 South, Columbus, Nebraska

Registration, Muffins & Coffee.....	8:00-9:00 a.m.
Vendor Booths .....	8:00a.m.-1:00 p.m.
Business Meeting.....	9:00-9:30 a.m.
Keynote "State of the Industry" address .....	9:45-10:30 a.m.
<b>Jay Karen</b> , President & CEO Professional Association of Innkeepers International (PAII) <i>Jay will incorporate findings from PAII's study on operations and finance, as well as his observations on what's happening in the industry.</i>	
Food Safety for Bed and Breakfasts.....	10:45-11:30 a.m.
<b>Dr. Julie Albrecht</b> , Extension Food Safety Specialist UNL Dept. of Nutrition and Health Sciences <i>Keep yourself and your guests free from food hazards.</i>	
Lunch and Vendors .....	11:30 a.m.-1:00 p.m.
Get Inn-spired! .....	12:00-12:30 p.m.
<b>Dr. Connie Reimers-Hild</b> , Unit Leader & Extension Educator University of Nebraska/Kimmel Education & Research Center	
Marketing for Masters.....	1:15-2:00 p.m.
<b>Patty Crowe</b> , bedandbreakfast.com <i>Learn to take advantage of new demographic trends, tech advances, and guest relationships to get more return on your marketing.</i>	
Internet Marketing Overview .....	2:15-3:00 p.m.
<b>Patty Crowe</b> , bedandbreakfast.com <i>Are you using your Internet presence to effectively convert lookers to bookers? Covers website design, overall online marketing, and more.</i>	
Packaging and Partnering: Utilizing What's in Your Own Backyard.....	3:15-4:00 p.m.
<b>Jeanna Stavas</b> , Whispering Pines B&B; <b>Jim Johnston</b> , Nebraska City Tourism & Commerce; <b>Twyla Witt</b> , Nebraska Dept. of Economic Development <i>Learn about utilizing what's in your own backyard, networking with the locals, and one-stop packages for your guests.</i>	