

Montana Bed and Breakfast Association

2011 Aspiring Convention Agenda

April 9th and 10th at Riversbend Lodge, Emigrant, MT

Saturday April 9th:

1:00-1:30 Registration

1:30-1:45 Welcome, Trish Hatfield, Director of Aspiring Innkeepers

1:45-2:15 Review Aspiring Member Binder, Tom Malikie, *Gibson Mansion Bed & Breakfast*

2:15-3:00 “Rules and Regulations”, Barbara Woodbury, *Environmental Health Specialist*
What the state requires to open your BnB

3:00-3:15 Break

3:15-4:00 Accounting and Record keeping, Andrea Gouchenour, *Collins Mansion*
What do I need and why?

4:00-4:45 Many ways to clean a room, but how to do it efficiently?, Jessica, *Paradise Gateway*

This will be a live demo within the Lodge, Learn some pearls from experts

4:45-5:30 “What kind of insurance do I need?” Scott Wolf, *James Wolf Insurance*
Making sure you have the proper coverage

5:30 - ?? Appetizer social

Presenters and Innkeepers available ask questions as well as talk with other Aspiring members.

Sunday April 10th:

8:30-9:30 Breakfast demonstration, Trish Hatfield, *Time After Time B&B* & Carol Reed, *Paradise Gateway B&B*
After demonstration group will enjoy breakfast that was prepared

9:30-10:45 “Critical Elements of Good Web Design”, Pat McCauley – *InsideOut Solutions*
This is a vital part of the success of your Inn

10:45-11:15 Break to meet with Vendors

11:15 -12:00 Online Booking and PMS - Andrew Ratner, *BedandBreakfast.com*
Do I need online reservations, what is Property Management Software?

12:00-1:15 Lunch (provided) and meet with Vendors

1:15-2:30 “Getting Your Business on the Map: All things Google.”, Laura Alisanne - *InsideOut*

Basics on setting up Google analytics, Google alerts

2:30-2:45 Becoming a member of the Montana Bed and Breakfast Association, Nancy Dawson

Benefits, Membership process, and Inspection Criteria

2:45-3:30 Q & A with Panel

This allows attendees to ask questions and pick the brains of BnB Owners

4:00 – 6:30 Tour the local BnB's with our main conference attendees

*Join the Association members on a tour of BnB's in the area
Wine and Cheese Social time at Riversbend Lodge to follow.*