

Spend an informative weekend with California's premier innkeepers and industry experts

Topics include:

- The innkeeper lifestyle: Is it for you?
- Finding the perfect inn
- Financing your dream
- Marketing to the traveling public
- Delighting guests again and again

What previous participants have said about the IAP workshop:

"An excellent introduction to the B&B industry for someone like me who wants a career change and thinks this might be it!"

"This has been a wonderful workshop, worth every penny and more."

"Excellent opportunity to hear the tales of the veteran innkeepers and professionals in the industry."

"What a realistic view of the innkeeping lifestyle."

"The workshop was very helpful. We really enjoyed networking with the innkeepers..."

"Very friendly...we are grateful for the encouragement we received."

"Great workshop. Kept my attention... a must for anyone thinking about this profession."



414 Twenty-Ninth Street
Sacramento, CA 95816-3211

800-373-9251
info@cabbi.com
www.innsfireconference.com

Innkeeping as a Profession

— A two-day workshop —
Learn how to become a successful
bed & breakfast innkeeper.

18th Annual

Innkeeping as a Profession

Saturday and Sunday
January 30 -31, 2010

The Meritage Resort & Spa
Napa, California

*It's a weekend that could
launch you into a new life!*

Join us at this two-day conference
designed to provide you with a
behind-the-scenes look into the
innkeeping lifestyle.



California Association of
Bed & Breakfast Inns

California's most experienced innkeepers share their views of the profession

Spend two days immersed in the bed & breakfast industry

This informative and inspirational seminar is a unique opportunity to step behind the scenes and hear what it's like to run a quality bed & breakfast inn. *Come prepared!* Have in mind your most pressing questions. There is ample time scheduled for questions, answers and one-on-one discussions.

Meet seasoned innkeepers

Innkeepers from all over the state come to share their insights and help you learn from their experiences. Hear their stories about running different types of inns—large and small, urban and rural, upscale and down-home—and how they manage daily operations, market their inns, and find the time to balance their business and personal lives.

Talk with industry professionals

Your realtor, accountant and banker will all be important allies along your path. Representatives of these professions will present structured panel workshops and then join you at lunch to continue the conversation. You will learn about how to finance and purchase an inn, and the laws and regulations that would pertain to you.

Do all your research in one place

We do the legwork and bring you the expert sources on the thriving B&B industry in California: the innkeepers and the industry professionals who support them. Why settle for one opinion when you can hear several?

Hotel Reservations: Contact the Meritage Resort & Spa directly at 866-370-6272 or 707-251-1900 and ask for the CABBI rate of \$164 single/double occupancy. Please note there is \$15 per day resort fee per room, per night which includes amenities such as a welcome beverage - one bottle of house wine, daily bottled water, daily newspaper, local and toll free phone calls, in-room high speed Internet access, wireless Internet in all public areas of the resort, self parking, use of resort fitness center, access to the resort's heated outdoor pool, evening downtown Napa shuttle, and complimentary fax service.

DAY 1 Saturday, January 30, 2010

8:00am – 6:00pm

- Welcome Breakfast
- The Reality of Being an Innkeeper
- Finding the Right Inn: The Process
- Lunch with Saturday Speakers
- Money & Financing
- Running Your Inn

DAY 2 Sunday, January 31, 2010

8:00am – 7:00pm

- Breakfast with Innkeeper
- Marketing Your Bed & Breakfast Inn
- Internet Marketing Secrets in a Nutshell
- Veteran Innkeepers Answer Your Toughest Questions
- Networking lunch with Sunday speakers
- Round Table Discussions: 30 minute, intimate group workshops on many separate topics.
- InnSpire Trade Show and Reception

Schedule subject to change

Stay for the InnSpire Conference 2010 and network with innkeepers!

Contact the CABBI office at 800-373-9251 or jennifer@cabbi.com for information or go to www.innspireconference.com for more details on the program.

You can register online at www.innspireconference.com

Registration

Return this form by mail to:
California Association of Bed & Breakfast Inns
414 Twenty-Ninth Street, Sacramento, CA 95816-3211
You may also fax this form to 916-444-5848 or register online at www.innspireconference.com.

Attendee #1 _____

Attendee #2 _____

Address _____

City _____ State _____ ZIP _____

Daytime phone _____

E-mail _____

The **IAP Two-Day Workshop** registration includes all IAP workshops Saturday and Sunday, plus the Trade Show on Sunday.

Attend **Monday's InnSpire Conference** which includes breakfast, lunch, all the workshops, and keynote speaker for an additional \$225.

Attend **Tuesday's InnSpire Conference** which includes breakfast, CABBI Innkeepers luncheon, the General Session and all the workshops for an additional \$200.

	Single	Double
IAP Two-Day Workshop		
<input type="checkbox"/> Regular Registration by 1/25/10	\$590	\$950
<input type="checkbox"/> Onsite Registration	\$695	\$1,195
Add on InnSpire Conference Days		
<input type="checkbox"/> Monday's Innspire Conference	\$225	\$400
<input type="checkbox"/> Tuesday's Innspire Conference	\$200	\$390
Four Day Event (includes IAP and InnSpire)		
<input type="checkbox"/> Regular Registration	\$990	\$1,650
<input type="checkbox"/> Onsite Registration	\$1,040	\$1,700
Total	\$ _____	\$ _____

- Check enclosed (make check payable to CABBI)
- Charge my credit card:
 - Visa
 - MasterCard
 - Discover
 - AMEX

CC # _____

Expiration date (MM/YY): _____/_____

Name on Card: _____