



2019 InnSpire Conference & Marketplace

CABBI held its annual InnSpire Conference & Marketplace at the Hyatt Regency Sonoma Wine Country on January 27-29, 2019. The event opened with the popular roundtable mini-education sessions and a networking reception. Educational workshops included; Brand Auditing, ADA Complaint Websites, The Next Big Thing in Cannabis: Tourism and Travel, Wage and Hour Traps and more. The marketplace sold out with over 40 vendors attending.



The conference had two sets of roundtables, so attendees were able to attend up to eight 20-minute education sessions.



E. Scot Fuller-Beatty, Sr. Account Manager with ThinkReservations presented a roundtable on managing relationships with OTAs.



Jeff Tweddale, President of BookingCenter presented Concierge Service in a 24-hour World.



On Monday the attendees enjoyed breakfast, lunch, breaks, and a reception in the marketplace with various vendors.



The sponsors and attendees enjoyed a fun opening reception with wineries pouring, passed hors d'oeuvre and a crêpe station.

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Inkeepers attended concurrent educational workshops.

Canine Companions attended the event to showcase their service animals.





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Wallis Brozman and Robert Schwim from Canine for Companions presented the closing lunch general session, "Who Let the Dogs In: Accommodating Service Dogs."



A special thanks to Stephanie McCaffrey, owner of the McCaffrey House Bed & Breakfast. Stephanie is a true industry champion! She served as CABBI Council Chair for two years and is an active member of the Board of the Tuolumne County Visitors Bureau, the Theatre Advisory Group of Sierra Repertory Theatre, and the CABBI Council. CHLA recently presented Stephanie with the Peggy Mosely Industry Champion Award at the 2018 Stars of the Industry Awards for her inspiring community involvement and dedication to our industry.

Thank you, Stephanie, and congratulations!

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