

2021 Virtual Workshop
INNKEEPING
as a Profession

Presented by **cabbi**

2021 VIRTUAL
InnSpire
CONFERENCE & MARKETPLACE
EDUCATE ★ ELEVATE ★ EXCITE

JANUARY 23-24, 2021 // JANUARY 26-27, 2021



PRESENTED BY

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- Access to virtual visits eliminates the need for unnecessary UC and ER visits
- Reduced UC and ER claims = reduced employer medical costs

Top 5 reasons your employees visit the UC or ER:

1 **ALLERGIES**
ER: \$345
UC: \$97
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2 **EARACHE**
ER: \$400
UC: \$110
Virtual visit: \$0

3 **SINUSITIS**
ER: \$617
UC: \$105
Virtual visit: \$0

4 **BRONCHITIS**
ER: \$795
UC: \$123
Virtual visit: \$0

5 **URINARY TRACT INFECTIONS**
ER: \$940
UC: \$108
Virtual visit: \$0



For more information, visit the [HealthiestYou Complete Flyer and FAQ page](#)

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WELCOME

Dear InnSpire Attendees,

We would like to personally welcome and thank each of you for joining us for the 2021 Virtual InnSpire Conference & Marketplace.

We truly miss seeing you all in person, but your safety is our top priority, and we hope that this new format will provide you with the valuable education you've come to expect from InnSpire and help facilitate some of the connections with your peers.



This year we have more educational opportunities than ever! We've had subject matter experts from a variety of topics provide on-demand education for you. These pre-recorded sessions range from 15 minutes to one hour, and can be watched on your own time, at your own pace and for six full months following the event. **Join us on Wednesday morning and afternoon for a chance to have your questions answered in real time from a few of our speakers.** You can also find the contact information for each of our speakers on their session details page in the event platform, so feel free to reach out to them directly with questions. They're happy to hear from you!

Make sure to visit the InnSpire Marketplace gallery and learn about our amazing vendors. This online gallery provides you with information about each vendor, including resource links, videos, contact information and a chance to chat live or set up a future meeting. The vendors will be "live" on our virtual platform Tuesday, January 26 from 12 – 2pm and Wednesday, January 27 from 10am – Noon. You can use the "Networking and Chat" tab on the conference site to find the networking room for each vendor or use the Chat button in their booth.

Tuesday's virtual happy hour is a chance to unwind with peers, enjoy a special musical performance and participate in a couple rounds of trivia. Did we mention there will be prizes?! You do not want to miss out on this fun social event. Be sure to join us LIVE at 4:00pm.

Again, welcome to our virtual conference. Thank you for continuing to make CABBI the largest and most successful state B&B association in the country! Wishing you all health for the coming year and we look forward to meeting in person in sunny San Diego January 23-25, 2022.

Ann Callahan

InnSpire Conference Co-Chair
Hillcrest House Bed & Breakfast
San Diego, CA

Derek Eddy

InnSpire Conference Co-Chair
Purple Orchid Wine Country
Resort & Spa
Livermore, CA

GENERAL INFORMATION

Accessing the Event Platform

You will receive an email with a link to the event in our OpenWater event system. This link will give you access to the home page of the event as well as the marketplace gallery. To access the education sessions, click on the schedule link and you will be prompted to enter your email address. Please be sure to use the email address you used to register for the event. This will trigger an authentication email to be sent - keep an eye out for an email with the subject line "Login Link for the InnSpire Conference" sent from noreply@secure-platform.com. From that Authentication email, you will be given access to the event platform and all of the education sessions and chat features.

On the schedule page, there will be four dates listed. Attendees who registered for the Innkeeping as a Profession workshop + InnSpire Conference & Marketplace will be able to access the agenda items for all four days. InnSpire Conference & Marketplace attendees and exhibitors will be able to access the content for Tuesday, January 26 and Wednesday, January 27.

InnSpire Marketplace

The marketplace gallery is open during the entire two-day event for you to browse but vendors have been asked to be "live" in their "booths" during the below times. You can also use the tools in the company listings to schedule a future meeting. Learn more about our virtual marketplace on page 22.

Live Marketplace Hours:

Tuesday, January 26, 12:00pm - 2:00pm

Wednesday, January 27, 10:00am - Noon

Conference Evaluations

An event survey will be emailed in the days following the conference. Check your inboxes! We want your feedback to help us plan our education for the 2022 event.

THANK YOU TO THE CONFERENCE PLANNING COMMITTEE

Conference Co-Chairs:

Ann Callahan, Hillcrest House Bed & Breakfast, San Diego

Derek Eddy, Purple Orchid Wine Country Resort & Spa, Livermore

Committee Members:

Bruce Abney, El Morocco Inn, Desert Hot Springs

Nathan DePetris, STAY Idyllwild Group, Idyllwild

Rhiannon Eddy, Purple Orchid Wine Country Resort & Spa, Livermore

Marc Kassouf, STAY Idyllwild Group, Idyllwild

Dick Lopez, Lodging Brokers Network, Inc.

Karen Lynch, Lynch Hospitality Consulting

Stephanie McCaffrey, McCaffrey House B&B, Twain Harte

John Spear, Hotel Drisco, San Francisco

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SCHEDULE AT A GLANCE



Innkeeping as a Profession (IAP) Workshop

(Open to Aspiring Innkeepers who pre-registered for the IAP event)

SATURDAY, JANUARY 23

- 9:00 – 10:00am Live Welcome & Opening Session
- 10:00am First Group of On-Demand Education Opens for IAP
- 4:00 – 5:00pm Live Closing Q&A and Networking

SUNDAY, JANUARY 24

- 7:00am Second Group of On-Demand Education Opens for IAP
- 11:00am – Noon Live Session - The Dos and Don'ts of B&B Marketing
- 3:00 – 4:00pm Live Session - Success Stories – Past IAP Attendees Share Their Experience Making it Happen!
- 4:00 – 5:00pm Live Closing Q&A and Networking



InnSpire Conference & Marketplace

(Open to all attendees)

TUESDAY, JANUARY 26

- 9:00 – 9:50am Live Welcome & Opening General Session
- 10:00am First Group of Education Opens for the InnSpire Conference
- 12:00 – 2:00pm Live Marketplace Time
- 4:00 – 5:00pm Live Virtual Happy Hour & Entertainment

WEDNESDAY, JANUARY 27

- 9:00 – 9:50am Live Morning Coffee and Q&A with Speakers
- 10:00am Second Group of On-Demand Education Opens for InnSpire
- 10:00am – Noon Live Marketplace Time
- 4:00 – 5:00pm Live Closing Q&A with Speakers

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INNKEEPING AS A PROFESSION



Our Innkeeping as a Profession (IAP) workshop is geared towards our aspiring and new innkeepers. Individuals who registered for the IAP workshop will have access to the following on-demand and live workshops. Please note the live networking and speaker Q&A, as well as our live

introduction and marketing session so you don't miss out on the opportunity to connect with your peers.

SATURDAY, JANUARY 23, 2021

9:00am - LIVE Introductions and Welcome

Presented by Rhiannon Eddy, Owner, Purple Orchid Wine Country Resort & Spa and Karen Lynch, Lynch Hospitality Consulting & Former Owner of Inn on Randolph

Get Inn-spired! We launch the best conference yet with our Inn-spire vision, an overview of the conference and introductions of attendees and speakers.

10:00am - First Group of On-Demand Education Opens for IAP

Our first group of on-demand education will open for IAP attendees to review. These sessions will remain available through June 2021 and attendees can come back and view them on their own time.

What You Need to Know to Find the Right Inn

Presented by Dick Lopez, CHB, Broker Associate, Lodging Brokers Network

Acquiring an inn starts with knowing what property is a good match. Our professional lodging broker will explain how to analyze the pros/cons of a purchase decision and the steps for a successful transaction. Participants will learn about market valuation, financing and operation of inns, and valuable real-world insights into the process. The session also focuses on matching the inn to your lifestyle and, of course, your business acumen.

Planning and Positioning Your Inn

Presented by Marc Kassouf, Group General Manager, Stay Idyllwild Group of Inns

To prosper as an innkeeper, it's best to have goals and a plan to achieve success. This session briefly explores how to build your inn's business plan - a working document that encompasses specific, measurable, attainable benchmarks. We conclude with a review of market positioning and helping you define what you want your Inn or B&B to be "when it grows up." Understanding both of these key components will assist you in obtaining financing or improving your bottom line as you start and continue your innkeeping journey.

INNKEEPING AS A PROFESSION

A Day in the Life of an Innkeeper

Presented by Rhiannon Eddy, Owner, Purple Orchid Wine Country Resort & Spa and Stephanie McCaffrey, Owner/Innkeeper, McCaffrey House Bed & Breakfast

What does a day in the life of an innkeeper look like, from the daily chores to the unusual tasks? How do you fit it all in? What are the emotional demands? What does it take to be a good innkeeper? What is it like to work with your spouse/partner 24 hours a day, seven days a week? How will being an innkeeper affect your lifestyle? This is your chance to ask the people who have first-hand experience.

Money & Financing

Presented by Kathryn Proctor, President, Lodging Brokers Network

Financing your inn can be challenging, complicated and easily misunderstood. We'll explain and explore common options of financing, such as through conventional banks, with the Small Business Administration and by sellers. Participants will learn how to match the right investment with their property purchase. We'll explain commonly used terms in clear and concise language.

Events & Weddings - Pros & Cons

Presented by Rhiannon Eddy, Owner, Purple Orchid Wine Country Resort & Spa

Before you decide if you are going to host weddings and events, you'll need to take a look at the big picture. Join Rhiannon Eddy as she goes over the pros and cons of onsite events and shares her experience running a popular wedding venue in Livermore, California.

4:00pm - LIVE Speaker Q&A and Networking

SUNDAY, JANUARY 24, 2021

7:00am - Second Group of On-Demand Education Opens for IAP

Our second group of on-demand education will open for IAP attendees to review. These sessions will remain available through June 2021 and attendees can come back and view them on their own time.

Setting up for Success - An Overview of Inn Systems

Presented by Marc Kassouf, Group General Manager, Stay Idyllwild Group of Inns

A successful business entails having successful systems that can seamlessly work together. This seminar will focus on the essential tools of setting your business up for short- and long-term success. Find out what you need to know about websites, property management systems, reservation systems and other systems.

INNKEEPING AS A PROFESSION

Providing the Ultimate Guest Experience During COVID-19

Presented by Bruce Abney, Owner, El Morocco Inn & Spa and Karen Lynch, Lynch Hospitality Consulting

Your guests walk in the door and you have just moments to win them over. Learn how to turn them into lifelong fans from that first impression until the moment they leave your inn. Bruce is a seasoned innkeeper and Karen is a past innkeeper who over the years, they've mastered the art of anticipating needs and always leaving guests wanting to come back for more. Here's the secret: the trick is in the small touches. Come find out just what those details are!

Staffing your Inn

Presented by Jeff Durham, Owner, The Redwood Riverwalk Hotel

Ask almost any innkeeper what is one of the hardest parts of being an innkeeper and they will say employees! California's economy and strict hiring laws can make staffing your inn difficult. Come find out what you need to know and do before, during, and after you hire your first employee.

11:00am - LIVE The Dos and Don'ts of B&B Marketing

Presented by Lisa Kolb, President & Co-founder, Acorn Marketing

This session will share what our presenter has seen work (and not work) when it comes to marketing properties, based on an extensive base of client data. Popular questions like "what type of marketing should I invest in?", "what's not worth spending money on?" or "how do I know if I'm getting an appropriate return on my marketing dollars invested?" will all be addressed. You'll walk away with plenty of effective strategies to ensure a successful first year as a new owner!

3:00 - LIVE Success Stories - Past IAP Attendees Share Their Experience Making it Happen!

We've invited a few of our Innkeeping as a Profession success stories to come talk to you about the steps they took since their time as aspiring innkeepers, and what they learned along the way.

Moderated by Karen Lynch, Former Owner of Inn on Randolph and Aspiring Innkeeper Alumni, Class of 2010-11

Panelists: Shangwen & Mike Kennedy, Owners, Inn at Moonlight Beach, Class of 2018 and Suzanne Szostak and Bryce Skolfield, Mine + Farm, The Inn at Guerneville, Class of 2020 Christopher "CAB" & Deanna Boettcher, Mar Vista Farm + Cottages, Aspiring Innkeepers Class of 2020

4:00 - 5:00pm - LIVE Speaker Q&A, Networking & Innkeeping as a Profession Wrap-Up

Join us as we close out the weekend with speaker Q&A, another chance to connect with your peers and close out the IAP workshop.



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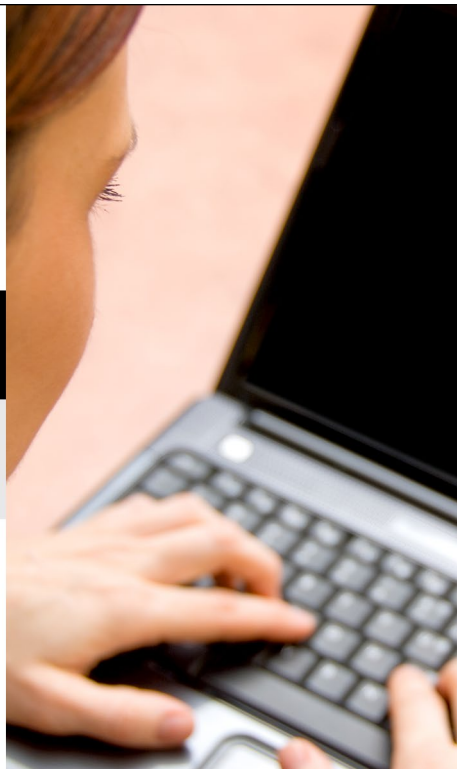
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Sonoma Coast Villa
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LIVE INNSPIRE SESSIONS

TUESDAY, JANUARY 26

9:00 – 9:50am Live Welcome & Opening General Session

Popsicle Moments: Finding A New Flavor of Customer Service

Presented by Darren Ross, Owner and CEO at Service Freak Hospitality, LLC and General Manager of the Magic Castle Hotel

Darren Ross will share how he and his team at the Magic Castle Hotel in Hollywood have been creative with service, and that you don't have to spend a lot of money to create an impact. The Magic Castle Hotel has won five Stars of the Industry Awards for Guest Relations from the California Hotel & Lodging Association. They understand that meaningful service happens when guests feel like staff are listening and respond to their needs. *Sponsored by ThinkReservations*



4:00 – 5:00pm Live Virtual Happy Hour & Entertainment

Join us for a special musical guest singer/songwriter performance by Marc Scribilia! CABBI will also be hosting a fun, interactive trivia game. Join us for two rounds of interactive trivia that promises to be fast-paced and fun, with prizes for the top winners. *Sponsored by BMI and CalVista*



WEDNESDAY, JANUARY 27

9:00 – 9:50am Live Morning Coffee and Q&A with Speakers*

Join us and a few of our speakers for a cup of coffee Wednesday morning thanks to our coffee sponsor **Brown Eyed Girl Coffee Company**. Our speakers will be on-hand



to answer some of your questions from their sessions that were released on Tuesday. You will be able to type your questions into the chat and get them answered live. Participating Speakers Include: Tracey Berkner - REST, a boutique hotel and Volcano Union Inn - Ann Callahan, Hillcrest House Bed & Breakfast, Derek Eddy - The Purple Orchid Wine Country Resort & Spa, Lisa Kolb - Acorn Internet Services, Pat Goetz - The Casitas Of Arroyo Grande, and Chase Oeser - STR

4:00 – 5:00pm Live Closing Q&A with Speakers*

We're closing out the 2021 Virtual InnSpire Conference with a round of speaker Q&A with our Wednesday session speakers. Have your questions ready to type into the chat and we will get them answered live and close out the 2021 event with a look at our 2022 plans. Participating Speakers Include: Patrick Hardy - Hytropy Disaster Management, Lisa Kolb - Acorn Internet Services, Ben Lloyd - Odysys, Lynn Mohrfeld - CABBI/CHLA, and Jeff Tweddale - BookingCenter

**Speakers Subject to Change*

OPENING SESSION SPEAKER

**Darren Ross, CEO,
Service Freak Hospitality, LLC &
Magic Castle Hotel, Hollywood, CA**

Starting his career in hospitality with Hyatt Hotels in 1995, Darren was drawn to the idea of making a career out of making people from all walks of life...happy. In 1997, Darren won an award from the California Tourism Board for "Hospitality Employee of the Year".

He would leave Hyatt Hotels in 1998 to be on the opening management team for the Beach House Hotel in Hermosa Beach, CA. Here he created the standards of service for this brand-new hotel.



After leaving the Beach House, Darren started his company called Customer Service Associates, which was a "Secret Shopping" company focusing mostly on restaurants and hotels. Darren or his associates would be hired to go undercover to a variety of businesses to evaluate the customer service, and then provide detailed reporting on how they did. One of these clients was the famous and private club in Hollywood, CA...The Magic Castle.

The same family who owns the club, also owns the Magic Castle Hotel next door. After asking Darren to evaluate the service at the hotel and reading his advice, he was offered the General Manager position for the hotel, which he accepted. In addition to operating the hotel, it wasn't long after he was hired that he became the manager for all three properties owned by the same family, including the Magic Castle Club, and the property on which Yamashiro Restaurant and Hollywood Hills Hotel & Apartments sits.

In 2013, Darren created his hotel management company, Service Freak Hospitality, LLC. His company now leases and operates the Magic Castle Hotel.

Darren and his team have brought an ordinary looking and limited service hotel, to being a multi-award-winning business based on high levels of customer service, and unique amenities. The California Hotel Lodging Association has awarded Magic Castle Hotel with their Best Guest Relations in California award six out of the past nine years. In 2019, they won "Best Poolside Snack" by Parents Magazine. They are constantly one of the top hotels in Los Angeles on TripAdvisor. The hotel has been featured in multiple articles on customer service, podcasts, and books including the New York Times best seller, The Power of Moments by Chip & Dan Heath.

Darren recently gave a TEDx Talk in Santa Barbara, CA on the topic of customer service and has spoken to many companies including; Nike, General Motors Mexico, and Harcourts Realty in Brisbane, Australia.

VIRTUAL HAPPY HOUR

Marc Scibilia, Singer/Songwriter

Sponsored by our friends at BMI, we are excited to invite you to a special musical performance from singer/songwriter by Marc Scibilia.

Born and raised in Buffalo, NY, chart-topping singer/songwriter Marc Scibilia's been on a steady rise ever since the 2012 release of his breakout single, "How Bad We Need Each Other." In the last several years alone, he's racked up more than 125 million streams across platforms; scored the most Shazamed moment of the 2015 Super Bowl with his strippeddown take on "This Land Is Your Land"; seen his music featured in a slew of film and television soundtracks, including a recent Water.org PSA narrated by Matt Damon; written for artists as diverse as superstar DJ Robin Schulz (the pair's "Unforgettable" is a certified Gold, #1 single, currently boasting more than 65 million streams on Spotify alone), singer/songwriter Ben Rector, and rappers Jim Jones, Rick Ross, and Fabolous; and toured with James Bay, Zac Brown Band, Butch Walker, and Nick Jonas, among others. Scibilia was forced to put his burgeoning career on hold for the better part of 2019, though, when he welcomed his first child into the world while simultaneously caring for his ailing father, who would tragically pass away from brain cancer shortly thereafter. He chronicles the profound, emotional journey on his riveting new album, 'Seed Of Joy,' which he recorded alone in his basement studio in Nashville in the midst of the COVID-19 pandemic. While you might expect the finished product to be a dark and somber affair, 'Seed Of Joy' is, true to its name, just the opposite, fueled by soulful vocals and soaring melodies and overflowing with rich, anthemic exuberance at nearly every turn. Calling to mind everything from Paul Simon and Cat Stevens to Bleachers and Vampire Weekend, the result is a powerful slice of self-reflection that balances nostalgia and optimism in equal measure, a thoughtful, defiantly optimistic work that insists on finding silver linings, even in the face of gut-wrenching loss.



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TUESDAY ON-DEMAND TOPICS

TUESDAY, JANUARY 26, 2021

The following sessions will be available on-demand beginning at 10:00am on Tuesday, January 26. Once they are available, they can be viewed multiple times and attendees will have access to the sessions through June 2021 using the same event access.

MARKETING TOPICS

Google from a 10,000-Foot Level - An Introduction to Google Marketing for Innkeepers

Presented by Lisa Kolb, President & Co-Founder, Acorn Internet Services

Too many new innkeepers do not fully understand the current breakdown of Google's services, and how your information is displayed for your guests, therefore marketing your inn on Google successfully becomes a challenge. This beginner session will go over the difference between Google Organic placement, Google Maps, Google Local, and Google Travel, and how to be seen in each of these locations. *Sponsored by Acorn Internet Services*



How to Survive Any Economy

Presented by David Mayfield, Red Carpet Professional, ResNexus

From the rise of OTA's to pandemics and government shutdowns, learn tips to survive the good and the bad of any economy.

The Future of Hospitality Distribution Post - COVID-19

Presented by Mark Bloomquist, Director of Sales, Cloudbeds

Changes in travel behavior caused by COVID-19 are altering hospitality distribution practices, but are also rewinding the clock. Despite an uncertain future, one thing is definite - 2021 will look very different from 2019. Join this session to learn about current insightful trends and changes to hospitality distribution practices, including discussions about: OTA's, distribution-mix, and how you can capture valuable direct business.

Have Your Way with the OTAs: Finding Your Happily-Ever-After

Presented by E Scot Fuller-Beatty, Director of Sales & Education at ThinkReservations and Innkeeper/Owner of The Chadwick Bed & Breakfast in Portland, Maine

Two words: relationship goals. Learn how to best work with your different online travel agencies to optimize your revenue and marketing objectives. Join E Scot Fuller-Beatty, Director of Sales & Education at ThinkReservations and Innkeeper/Owner of The Chadwick Bed & Breakfast in Portland, Maine, as he shares collected tips and tricks from lodging professionals and marketing partners who have found their happily-ever-after.

TUESDAY ON-DEMAND TOPICS

OPERATIONS TOPICS

California Employee Handbook Changes for 2021

Presented by Jennifer Shaw, Esq., President and Founder, Shaw Law Group

Employee handbooks often are on the front line of employment litigation. To comply with the new regulations and laws for 2021 and recent court decisions, California employers must make appropriate updates to their employee handbooks. Join us for this session to learn how to get your employee handbook ready so you are in compliance.

Payment Processing & Data Security in the Age of COVID-19

Presented by Wynn J. Salisch, Principal, Casablanca Ventures

Securing your data from constantly emerging threats – particularly in the age of COVID-19 – can feel a lot like playing an unending game of whack-a-mole. This session will finally explain, in plain English, how to better protect your Personally Identifiable Information (PII), sensitive business, and payments data despite this era of growing fraud and costly breaches. Additionally, you will learn how to deal with the dangers of ransomware and other online threats including hackers, phishers, extortionists, and other cyber miscreants. Limit or even prevent the damage they can cause to your finances, privacy, reputations, and your physical and mental well-being. This session also includes a brief bonus section on payment processing, an explanation of the confusing rates and fees, and how to reduce those costs.

How to Reduce the Time Needed to Clean & Sanitize Guest Rooms

Presented by Dr. Sheila O'Halloran, Founder and Managing Partner, and Mark Worthen, CEO, Accurate Ergonomics

The cost to clean guest rooms has increased as much as 50% due to COVID-19 and new government regulations. Attend this session to learn the top five strategies hospitality efficiency experts employ to reduce time and save money.

Lessons Learned During COVID-19 – Innkeeper Panel Discussion

Moderator: Ann Callahan, Owner, Hillcrest House

Panelist: Tracey Berkner, Co-Owner REST, a boutique hotel; Derek Eddy, Owner, The Purple Orchid Wine Country Resort & Spa; Pat Goetz, Co-Owner, The Casitas Of Arroyo Grande; Brent Larkin, General Manager, The Murieta Inn and Spa

Our businesses faced disruption and our lives were altered when COVID hit. This session is a candid discussion about how these innkeepers worked through the ever-changing protocols, how they handled issues that came up with employees or guests, and what they learned along the way. *Sponsored by rezStream*



TUESDAY ON-DEMAND TOPICS

Don't hurt yourself! Easy Actions to Implement to Stay Safe at Work

Presented by Mike VanAmberg, VP of Operations, Work-Fit

Workplace injuries are difficult for employees and businesses, so learning how to keep your employees safe is essential to successful operations. This presentation provides simple tactics that can be implemented into any workplace to reduce the risk of incurring injury from on-the-job activities.

The Role of Essential Cannabis in Hotel Recovery

Presented by Brian Applegarth, Owner, Enlightn Strategies

In July 2020, the California cannabis industry reported record sales of nearly \$350 million. Recession-proof and 'Essential' (as designated by the State of California), cannabis offers an opportunity for hotels as they strategically plan their road to recovery. Come learn about how cannabis-related products and services can support your success, increase stability in times of crisis, and differentiate your establishment in a sophisticated way.

INDUSTRY UPDATES

How California Inn Sales have Changed During COVID-19

Presented by Kathryn Proctor, President, and Dick Lopez, Broker Associate, Lodging Brokers Network

Markets are changing faster than ever before. Join this session to learn about which kinds of California Inns are selling, what buyers are considering, and how Inn financing has changed.

Hospitality State of the Market: Focus on California and Smaller Independent Properties

Presented by Chase Oeser Sr. Business Development Executive, STR

Join presenter Chase Oeser, Sr. Business Development Executive with STR, as he provides an overview of the current state of the hospitality market. In this session, we will take you through the hospitality industry's national performance, smaller property performance in California, and the impact of COVID-19.

WEDNESDAY ON-DEMAND TOPICS

WEDNESDAY, JANUARY 27, 2021

The following sessions will be available on-demand beginning at 10:00am on Wednesday, January 27. Once they are available, they can be viewed multiple times and attendees will have access to the sessions through June 2021 using the same event access.

MARKETING TOPICS

SEO is Dead - Long Live SEO (Is All Google Traffic Created Equal?)

Presented by Annie Buck, Education Director and Pam Prentice, Marketwatch Manager, Acorn Internet Services

There has been a definite change in “SEO” marketing thought. It used to be website search engine optimization (SEO) was all you needed to do, but since Google has placed so much emphasis on their Local / Maps / Travel components in recent years, innkeepers need to know that the return isn't just via their website optimization, but from their Google My Business account and how they control their OTA feeds. This affects Google, TripAdvisor and where website traffic and ultimately bookings now come from. This advanced course will go over the results of a 2-year study and the trends that have been discovered.

Destination Recovery: A Marketing Roadmap

Presented by Ben Lloyd, Vice President, Odysys

Do you have a roadmap to your marketing in the new normal? Demand for travel is still there, but the rules have changed. Learn the phases of recovery and the marketing strategies and tactics that you can execute to drive recovery for your property and your destination.

Supercharge your Marketing Strategy through the Power of Story

Presented by William Foster, Filmmaker and Chief Storyteller, and Carl Rettinger, Director & Production Lead, Portlight Creative

As an innkeeper, you should always be looking for ways to connect with your guests in a personal, authentic way. The modern traveler who seeks out smaller inns and B&Bs is likely focused on a more holistic experience that includes their overnight stays at least as much as the activities they choose in the surrounding areas. In this one hour webinar, we will help you understand how story driven elements in your marketing connect you to your guests in a deeper, more authentic way. Your guests want to know who you are, what you value, and why you do what you do. It's more than having an “About Us” page on your website. Connection is about getting personal and leveraging the things that make you unique.

WEDNESDAY ON-DEMAND TOPICS

How to Measure the ROI of your Marketing Strategies

Presented by Peter Ross, Co-founder, 829 Studios

There are a myriad of different ways to market your business and all of them require time and money. In this session, we will review data from dozens of companies to determine where exactly you should be aligning your resources. Using these successful organizations as our guide, we'll analyze their approach to marketing online and identify a few of the most effective marketing strategies. Perhaps most importantly, we'll have this discussion within the context of a marketing plan so you'll be able to take home a comprehensive framework for use with your business.

OPERATIONS TOPICS

SBA 504 Refinance Loan: A Tool for Recovery

Presented by Jennifer Davis, Senior VP, Business Development, TMC Financing

Knowing where to look for capital and how to access it can make or break businesses. Learn about and unlock long-term fixed rate hotel financing through the SBA 504 financing program for: purchases, construction (including land), expansion and/or renovation of hospitality properties, financing for PIPs and equipment/furnishings.

Don't Panic! Help is on the way! - A brief look at options to ensure that our properties are safe.

Presented by Robb Monkman, CEO, React Mobile

Hoteliers are facing a lot of challenges today as a result of the Coronavirus pandemic. How do they motivate employees to return to work in an environment that may put their health at risk? How can they leverage existing technologies to get a better ROI on new systems needed to attract guests and retain workers? What happens if they find a guest or co-worker who is showing signs of medical distress? With low to no occupancy, how do they meet State legislative requirements and commitments to programs like the AHLA 5-Star Promise to add technology and improve processes, and what happens if they don't comply? This session will answer these questions and explore the next steps we need to take to ensure that our properties and people are safe.

Five Proven Steps to Prepare for Disasters in the “New Normal”

Presented by Patrick Hardy, President, Hytropy Disaster Management

Innkeepers need to be ready for a world of COVID-19 and other disasters occurring simultaneously, such as a wildfire, earthquake, or flood. How do you prepare for any of these in a way that keeps guests and staff safe? What modifications do you need to make to your existing disaster plans? This presentation, by one of the world's experts in hospitality disaster preparedness, will provide the five proven steps to keep your inn “all-hazards ready” in the midst of the COVID-19 “new normal”.

WEDNESDAY ON-DEMAND TOPICS

Mobile and Kiosk Self Check-in: Meeting Guests Where They're Comfortable

Presented by Jeff Tweddale, President, BookingCenter

Enabling guests to book and check themselves into their room has quickly become the new norm. Allowing 'self service' is a contactless feature that sets you apart and saves time and money. In this session, we will examine the ways inns and hotels have responded to the COVID-19 crisis by supporting self check-in, from kiosks and guest's own mobile devices, and discuss the main challenges and opportunities presented when offering the service.

INDUSTRY UPDATES

2021 California Legislative and Case Law Update

Presented by Jason Geller, San Francisco Regional Managing Partner, Fisher Phillips

This session will analyze significant new legislation, case law updates, and employee benefits law developments that will impact California employers in this year. *Sponsored by Perrie Mobile Concierge*



State Advocacy Update

Presented by Lynn Mohrfeld, President & CEO, CABBI and CHLA

COVID-19 has redefined operational requirements for the hospitality industry, and more changes are on the horizon. Join us to learn about how CHLA and CABBI developed resources and worked with state officials to protect the future of California's hospitality industry. Recognized by the International Society of Hotel Associations for our work in 2020, we are excited to share the future of our programs and discuss the hospitality industry's political future.

Sponsored by Petra Risk Solutions



California Submarkets - Trends, Valuations & Revenue Forecast

Presented by Kathryn Proctor, President, and Dick Lopez, Broker Associate, Lodging Brokers Network

Learn how occupancies and average daily rates are trending within your California submarket. View ranked data on how California submarkets performed over the last year, which markets are rebounding the strongest, and the most up-to-date forecasts for lodging revenue for the next few years. Explore how current cap rates and valuation parameters vary across the state and the implications for your inn's value.

MARKETPLACE DETAILS

Like everything this year, our marketplace has gone virtual! Be sure to visit our marketplace gallery using the **Marketplace** link at the top of the conference platform. Here you will find a gallery of our 2021 marketplace exhibitors. You can use the search function on the right side of the page to look for a specific vendor, product or service, or you can scroll through the list.

To learn more about a specific vendor, simply click on the company name or logo and you will be taken to their company details page (sample below). The vendor listings provide contact information, a company description, and helpful links and videos. You can also schedule a meeting or participate in a live meeting or chat right from the vendor's marketplace listing. Simply click on the appropriate button under the company contact information to get started!

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Contact Information

monica@cabbi.com
Monica Slingerman +1 916-554-2668

sandra@calodging.com
Sandra Oberle +1 916-554-2662

Schedule a call

Live Meeting

Chat



CALIFORNIA
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BOUTIQUE &
BREAKFAST INNS

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The mission of CABB is to promote the bed & breakfast and boutique inn experience to the traveling public, and to educate, support and encourage CABB members to provide a quality stay for inn travelers.
Members of the California Association of Boutique & Breakfast Inns (CABB) receive special savings for a variety of hospitality industry products and services. Membership in CABB also includes automatic membership in the California Hotel & Lodging Association (CHLA).

Resources

- CABB Gift Certificate Program
- CABB Membership Overview
- CABB Membership Application

Social Media

 Facebook

 Twitter

 Instagram

 LinkedIn

22 2021 INNINSPIRE CONFERENCE & MARKETPLACE

MARKETPLACE CHECKLIST

COMPANY NAME	VISITED	FOLLOW-UP	PURCHASE
Acorn Internet Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BookingCenter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brown Eyed Girl Coffee Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CABBI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Calvista Insurance Agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chase Merchant Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comphy Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Down Etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HD Supply Facilities Maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hytopry Disaster Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INN sight.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lodging Brokers Network	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Oasense	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Odysys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Petra Risk Solutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pierre Mobile Concierge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resnexus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RezStream	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ThinkReservations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twinings of London	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UnitedHealth Group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WebRezPro Property Management System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTES: _____



Save the Date



**JANUARY 23-25, 2022
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Photos Courtesy of Bahia Resort Hotel

MARKETPLACE EXHIBITORS



INTERNET SERVICES, INC.
www.acorn-is.com

Acorn Internet Services, Inc.

GOLD SPONSOR

Lisa Kolb | info@acorn-is.com | www.acorn-is.com

Acorn Internet Services, Inc. specializes in bed and breakfast website design, inn and boutique hotel digital marketing. We also offer expert education, consulting and new and aspiring owner services. We encourage you to see what our clients are saying!

BookingCenter

Jeff Tweddle | jeff@bookingcenter.com | www.bookingcenter.com

An employee-owned company combining Property Management Software with Channel Management, Concierge, and Self Check-in systems, no partner delivers value like BookingCenter.



Brown Eyed Girl Coffee Company

WEDNESDAY MORNING COFFEE SPONSOR

Joice Walton | hotcup@browneyedgirlcoffee.com | www.browneyedgirlcoffee.com

The Brown Eyed Girl Coffee Company, based in the S.F. Bay Area, is in its 13th year as a Private Label Coffee Company. It was started by a tech professional with dreams of becoming an entrepreneur and owning her own business. We love our coffee and would love to share it with you. Our products are made from truly the finest, 100% Arabica beans. It's full-bodied, flavorful, silky smooth, and delicious! It's the nectar of the Gods!

California Association of Boutique & Breakfast Inns

Monica Slingerman | monica@calodging.com | www.cabbi.com

The California Association of Boutique & Breakfast Inns (CABBI) is a nonprofit, member-driven trade association dedicated to promoting the B&B and boutique inn industry in California.



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Jayme Stewart | jstewart@calvistains.com | www.calvistains.com

Calvista Insurance Agency is an independent agency that offers many lines of insurance coverage not only for your B&B operation but your personal insurance needs as well. Our agency represents many insurance carriers which gives us the capability to create a competitive insurance product to fit your specific business needs.

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Chase Merchant Services

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Faheem Khan | faheem.khan@chasepaymentech.com |
www.pages.paymentsolutions.chase.com/CHLA.html

Chase Merchant Services offers CHLA & CABBI members discounted group rates and a dedicated lodging team to help find the right solution for your property.



Comphy Company

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Pamela Dujmovich | pamela@comphy.com | www.comphy.com

As the inventor and leader of linens for the spa industry, Comphy sets the standard for luxury spa, home and hospitality linens. Comphy is committed to quality and innovation.

Down Etc.

Candy Dowdy | cando2@sonic.net | www.downetc.com

Down Etc. provides top of bed products, including bed pillows, comforters, sheeting, mattress pads, feather beds, decorative pillows, bed bug encasements, amenity items, bags, slippers, towels, robes, rugs, throws, hangers, shower curtains, and napkins.

HD Supply Facilities Maintenance

Robert Gonzalez | robert.gonzalez@hdsupply.com | www.hdsupply.com

Save time and money with your single source for repair and maintenance items, operational supplies, and furniture, fixtures and equipment. Brands you know and trust; freight-free and on-time delivery.

Hytropy Disaster Management

Patrick Hardy | phardy@hytropy.com | www.hytropy.com

Hytropy is the largest full-service disaster preparedness company in the world, providing cutting-edge disaster plans, custom training, live drills, and boasting the only 24/7/365 Emergency Operations Center in the world exclusively for small business and their associated events, providing live support during a disaster.

INNsight.com

Raj Patel | raj.patel@innsight.com | www.innsight.com/aboutus

INNsight.com is the leading digital marketing system for hospitality businesses. Our Software-as-a-Service and SEO, Social Media, and Reputation Management services can help drive your direct bookings at the lowest cost. Achieve ADA Title III compliance.

MARKETPLACE EXHIBITORS



Lodging Brokers Network

SILVER SPONSOR

Kathryn Proctor | kathryn@lodgingbrokersnetwork.com | www.lodgingbrokersnetwork.com

A full service hospitality brokerage service company. B&B Division specializes in B&B properties, working with current and future innkeepers to meet their business and real estate needs and goals. Dick Lopez, President holds the designation of Certified Hotel Broker (CHB), member & Past President of HBI, and member of FIABCI.

Oasense

Allison Heimsath | allison@oasense.com | www.oasense.com

At Oasense, we see technology as the missing link between luxury and sustainability. That's why we've made it our mission to build beautiful, tech-enabled showerheads that alleviate pressure on the natural world by conserving up to 60% of water and energy while creating simple, memorable experiences we can all feel good about.

Odysys

Kent Schnepf | kent.schnepf@odsys.com | www.odsys.com

Odysys provides stunning websites and digital marketing services for busy innkeepers--including our industry-first Google Hotel Ads--that work to drive commission-free bookings to your independent lodging property.



Petra Risk Solutions

GOLD SPONSOR

Ida Gonzalez | idad@petrarisksolutions.com | www.petrarisksolutions.com

Petra Risk Solutions specializes in insurance, risk management and employee benefit solutions for the hospitality industry. As the insurer of over 3,500 hospitality assets nationwide, Petra is America's largest Hospitality Insurance Agency.



Pierre Mobile Concierge

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Robyn Glue | robyn.glue@selglobal.com | selglobal.com

Pierre is a leading AI driven Mobile Concierge app for hoteliers and innkeepers, developed to provide exceptional guest experiences (both on and off property) leading to high customer satisfaction and repeat guests. Pierre's digital concierge will provide offers and discounts personalized to your guest's preferences, instant access to ride sharing, restaurant reservations, food delivery, eBikes, local digital maps, event tickets, and so much more. Pierre has partnered globally with Amazon AWS Hospitality, AVIS Budget Group and CH&LA.

MARKETPLACE EXHIBITORS

ResNexus

David Mayfield | dmayfield@resnexus.com | www.resnexus.com

ResNexus is professional-grade property management software designed to make managing your business easy. With our easy-to-use website and business management software you spend less time worrying and more time doing the things you love. See how ResNexus can enhance your business today!



RezStream

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Jeff Hebrink | jeff.hebrink@rezstream.com |

www.rezstream.com

Whether it's our online booking software or marketing and design services, we want to provide the right resources and tools to make you the best innkeeper you can be. Yes, we want your revenue to skyrocket, help you become more time-efficient, and let certain operations basically run themselves so you can focus on other aspects of your business; but, we also want to be invested in your property with you. We want to overcome your operational challenges, we want to provide educational information and resources, and we want to provide out of this world customer support.



ThinkReservations

ThinkReservations

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E. Scot Fuller-Beatty | scot@thinkreservations.com |

www.thinkreservations.com

Comprised of proven business management solutions, ThinkReservations includes integrated payment processing, outstanding customer support, and direct connectivity with channels such as Booking.com, Expedia, TripAdvisor, Airbnb, and Google Hotel Ads. As a team of passionate industry professionals, with real-world lodging experience, we understand your day-to-day operations and speak your language. We're dedicated to finding new ways to make your business more profitable and productive. Save time. Increase revenue. Be a Thinker.

Twinings of London

Kaitlyn Baklarz | kaitlyn.baklarz@twiningsusa.com | www.twiningsusa.com

Twinings has been a pioneer of the Tea Trade since 1706, making quality and authentic tea experiences is an inherent part of our craft. Twinings offers a robust line of premium quality tea solutions in Black, Green and Herbal blends for every serving occasion and customer palate. Twinings has pursued a passion and commitment to one thing – delivering the world's finest tea experience to our consumers and your customers.

MARKETPLACE EXHIBITORS



UnitedHealthcare®

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Alliah Sheta | alliah.sheta@optum.com | www.uhg.com

The California Hotel & Lodging Association (CHLA) and CABBI are part of a strategic alliance program to help address the diverse needs of the hospitality industry. The Hospitality Associations Alliance, a strategic alliance platform created by UnitedHealth Group, offers exclusive discounts and solutions that benefit CHLA members and their employees.

WebRezPro Property Management System

Sarah Duguay | sarahd@webrezpro.com | www.webrezpro.com

WebRezPro is a complete, automated, and flexible cloud property management system designed to increase productivity and revenue for all accommodation types and sizes. From reservation and inventory management to accounting and reporting, the full featured yet easy-to-use solution modernizes and streamlines front desk and back office operations. WebRezPro provides lodging operators with an innovative, secure, and affordable solution that includes a fully integrated, commission-free online booking engine, connects with over 100 other hotel systems, works on mobile devices and is backed by a helpful and responsive technical support team every step of the way.



**Proud Insurance
& Education
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Petra Risk Solutions is devoted exclusively to the hospitality industry. We insure and service over 4000 hospitality assets nationwide.

SERVICES INCLUDE:

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- Health Insurance
- Human Resources

FOR FURTHER INFORMATION:

Ida Gonzalez
*Business Relationship
Manager*

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idadg@petrarisksolutions.com

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SESSION NOTES:

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