



INNKEEPING AS A PROFESSION

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

2022 Workshop Schedule

Saturday, January 22

9:00am Introduction and Welcome

Karen Lynch, Lynch Hospitality Consulting & Former Owner of Inn on Randolph and Bruce Abney, Former Owner of El Morocco Inn & Spa and President of Caravan Hotel Group

Get Inn-spired! We are excited to welcome you to an overview of the conference.

9:15-10:30am Planning and Positioning Your Inn

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, and 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 these key components will assist you in obtaining financing or improving your bottom line as you start and continue your Innkeeping journey.

10:30-11:30pm What You Should Know to Find & Invest in the Right Inn,

Kathryn Proctor, CHB, 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.

11:30-12:30pm Lunch

12:30-1:30pm Providing the Ultimate Guest Experience

Presented by Bruce Abney, Former Owner El Morocco Inn & Spa & Karen Lynch, Lynch Hospitality Consulting & Former Owner of Inn on Randolph

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 and Karen, seasoned innkeepers, have over the years, 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!

1:30-2:15 Staffing your Inn

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

Ask almost any innkeeper "what is one of the hardest parts of being any 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.

2:15 -2:30pm Break

2:30-3:30pm Money & Financing

Kathryn Proctor, President, & Jared Hershler, Associate, Lodging Brokers Network

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

3:30-4:30pm A Day in the Life of an Innkeeper

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? These innkeepers will discuss the emotional demands and what it takes to be good innkeeper. They will share what it is like to work with their spouse/partner 24 hours a day, seven days a week. And how will being an innkeeper could affect your lifestyle. This is your chance to ask the people who have first-hand experience all your burning questions.

5:00pm Networking Reception Patio by the Lobby

Sunday, January 23

Breakfast 8:00am

8:30 – 9:45 The Dos and Don'ts of B&B Marketing

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!

9:45-10:00am Break

10:00-11:00am What is a PMS and What Other Systems do I Need?

E Scot Fuller-Beatty, Owner of The Chadwick Bed & Breakfast in Portland, Maine since 2011, and Director of Sales & Education with ThinkReservations

With over 80% of lodging reservations being made online, it is vital to have a property management system (PMS) in place for your business to not just thrive but to survive. In this session, we’ll discuss the essentials you need in a property management system and additional features that are proven to be extremely valuable. In addition, you’ll learn how to automate multiple facets of managing your business, helping you save time and ultimately make more revenue. Who likes to do office work? Let your PMS do it for you! It’s your 24/7 employee! Also, learn about other necessary systems needed when running your inn.

11:00-Noon Events & Weddings - Pros & Cons

Moderator Rhiannon Eddy, Owner, Purple Orchid Wine Country Resort & Spa, Susan Nelson, 1906 Lodge and Shangwen Kennedy, Owner, Inn at Moonlight Beach

Before you decide if you are going to host weddings and events, you’ll need to take a look at the big picture. Join seasoned innkeepers as they go over the pros and cons of onsite events and share their experiences running weddings, parties, and other unique events.

Noon-1:15 LUNCH

1:15 – 2:15pm Success Stories – Past IAP Attendees & New Innkeepers Share Their Experience Making it Happen!

We’ve invited some new innkeepers and 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 Speakers include: *Shangwen & Mike Kennedy, Owners, Inn at Moonlight Beach, Aspiring Innkeepers Class of 2018*

Sean Heffran, Hotelier, R INN NAPA

2:15-2:30pm Wrap up & Evaluations

3:00pm Join InnSpire Opening General Session