



2010 Conference Schedule

Making Your B&B Bloom in 2010

Sunday ~ March 21, 2010

- Noon – 1:00 m **Registration** – Check-in and pick-up your name tag(s). Turn-in your “Cookie Contest” entry, including the written recipe and Silent Auction Items to Ann Muilenburg.
- 1:00pm **Welcome**
Introduction/Welcome
Welcome by President Esther Kauffeld-Hoffa and Conference Chair Donna Muilenburg.
- 1:15 to 2:15pm **Our Iowa Magazine Editor Jerry Wiebel.** Our Iowa is proud to promote the fact that its magazine is mostly “written by its readers.” Readers sharing the joys of living and traveling in Iowa. Learn how to “interact” with the magazine and its readers as you join the on-going conversation the magazine is stimulating across our state.
- 2:15 – 2:30pm **Anitra Wolfe with Blue Lake Websites.** *Does Your Website Reflect Your B&Bs Personality?* You might be surprised to know that many websites do not reflect the beauty and individuality of the inn. Join this web designer, and former newspaper editor, to learn how to obtain a perfect match between your B&B and your website by emphasizing your most marketable features, presenting images of your amenities and using Flash movies.
- 2:30 – 3:00pm **Bev Rutter from Prairie View Lodge and The Prairie Flower in Spencer will speak on the topic “Going Native with Wildflowers.”** Bev will discuss all the benefits of planting native flowers and forbs at your Bed & Breakfast.
- 3:00 – 3:30pm **Sherrie Hansen Decker from the Blue Belle Inn B & B in St. Ansgar.** By day Sherrie operates a successful Victorian bed and breakfast and tea house called the Blue Belle Inn. By night, she enjoys writing novels, quilting, playing the piano, renovating old houses and traveling. Sherrie will be talking about her latest book she wrote titled Stormy Weather, and will be available during the conference to chat about her writing and her successes at her B&B. (She’ll also have copies of her book available to purchase – signed by the author!).
- 3:30 – 4:30pm **Barb Trueman Wooing, Wowing, and Winning Guests-B&B Trends.** Barb has been in the hospitality industry her entire career, including owning the successful Olcott House B & B in Duluth, Minnesota, for twelve years. Barb is a past President of the Minnesota Bed & Breakfast Association (MBBA) and currently inspects inns for the Quality Assurance program for the MBBA. The same common question is asked by innkeepers repeatedly all over the state (and the nation this year), “How can I get more Business?” Barb Trueman has some answers!
**Barb has also taught B & B Marketing to Aspiring Innkeepers along with her husband Don. They are the founders of Paramount Pixels, a new marketing company.*
- 4:45 – 5:00 **Paul Thomsen from InnSpiration Bed and Breakfast in Linn Grove.** You won’t want to miss this terse, but informative talk with Paul as he shares his knowledge and insights about growing grapes at a rural Iowa B&B.
- 5:00 – 5:30 **Santa Maria Vineyard & Winery in Carroll will host a wine tasting.** This unique urban winery in West Central Iowa, offers quality wines produced entirely by hand.
- 5:30pm – 6:30pm **Social hour with wine and appetizers.**
- 6:30pm **Annual Banquet Dinner**
- 7:45pm **IBBIA Executive Board Meeting**

Just a few reminders:

- Don’t forget to wear your IBBIA membership pin and bring your IBBIA tote bag
- Don’t forget to bring your business cards, rack cards and brochures
- Secretary, Connie Elg, needs a general idea of how many Silent Auction Donations are coming
- If you have useable linens and towels to donate to a local shelter, be sure to bring them

Monday ~ March 22, 2010

- 8:00am – 8:30am Registration and Breakfast
- 8:30 – 9:00am **Russ Beckendorf from MHR Insurance in Milford** will discuss insurance needs for B&Bs and will take questions from the audience.
- 9:00 – 10:30am **Barb Trueman will present: First Impressions Count!** You have less than 1.5 seconds to create the impression that compels potential guests to find out more about your inn. This seminar helps you take an honest look at your current visual marketing tools and offers new revenue-producing techniques. Barb's specialty is B & B marketing -- from websites, to photography, to rack cards and advertising. Barb will discuss overall B & B marketing that both large and small inns can relate to. She will also answer your Internet Marketing questions.
- 10:30am – 11:15am **Bob Haxton from the Iowa Department of Inspections and Appeals** will speak on safety and requirements for B and B's in Iowa. This will be an informative and educational presentation that new and experienced innkeepers will find valuable.
- 11:15am **Cookie Contest Winner:** *The grand prize winner in the cookie contest will be announced.*
- 11:30am **Lunch**
- 12:45pm **Silent Auction Ends.**
- 1:00pm – 1:30pm **Nancy Landess from the Iowa Tourism Office** will speak on trends impacting the tourism industry in Iowa. Learn how the Iowa Tourism Office is encouraging and promoting travel across Iowa during these tough economic times.
- 1:30 – 2:30pm **Bonnie Boetel from Ferguson's Garden Center** will demonstrate new ideas for spring planting.
- 2:30 – 3:30pm **Allison Swanson from the Iowa Pork Producers Association** will be doing a cooking demonstration and sharing recipes to provide innkeepers with information and ideas they can use in their B & B's to create delicious foods for guests. This will be a great demonstration!
- 3:30pm **Break --** *Enjoy coffee and cookies from all cookie contest entries. Decide which cookie is your favorite from the contest.*
- 4:00pmpm **Annual IBIA Member Meeting**