



## *Indiana Bed & Breakfast Association*



## *Bed & Breakfast Association of Kentucky*



## *Ohio Bed & Breakfast Association*

**2010**

### ***TRI-STATE CONFERENCE***

**&**

### **Exhibitors Showcase**

**January 17<sup>th</sup> - 19<sup>th</sup>, 2010**

**Historic Conrad-Caldwell House Museum  
Louisville, Kentucky**

***Educational Workshops***

***Speakers***

***Vendor Trade Show***

***Networking***



Make Your Plans now on attending  
Tri-State Conference  
Indiana, Ohio and Kentucky (host state)  
"Incredible Innkeeping"  
January 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup>, 2010

**An educational conference developed for its members, associates and vendors to promote the professionalism of the organizations provide an opportunity to learn from others in the industry and network with your peers who have common interests.**

We hope to see you all there

**Keynote Speakers**

Jay Karen, PAII – President and CEO, and Pamela Lanier, Lanier Publishing International

**Culinary Specialties**

Howard Helmer The Incredible Egg Man – The World's Fastest Omelet Maker

**Workshops / Sessions**

Green Lodging  
Public Relations / Free Advertising  
Special Events and Weddings  
Interior Design on a Budget  
Gift Shops in the B & B  
Great Ideas  
How to Continue Loving Innkeeping  
Birds of a Feather Roundtable

**Hands On**

Hands on with Demonstrations of triple sheeting; flower arranging; towel folding;  
toilet paper origami; plate garnishing plus more

**Special Activities**

Wine Tasting  
Ghost Tour  
Live and Silent Auction  
Vendor Fair  
State General Meetings  
State Board Meetings  
Hospitality Suites

**Pre-Conference Offerings**

Sunday, January 17, 2010  
Aspiring Innkeepers Seminar

Social Media Workshop, Jason Falls, Consultant

Lodging: Louisville and Southern Indiana Bed and Breakfasts \$125.00 per night includes Continental Breakfast. Attendees will be provided with a list of participating B & B's.

**Location:**

Conrad-Caldwell House Museum  
1402 St. James Court  
Louisville, Kentucky 40208  
502-636-5023  
[www.conradcaldwell.org](http://www.conradcaldwell.org)

Room Rates: \$125. tax incl.  
At participating inns, in Metro area.

[Area Inns KY](#)

[Area Inns IN](#)



**Tri-State Conference and Trade Show  
Indiana, Kentucky and Ohio  
"Incredible Innkeeping"  
Registration Form**

Bed and Breakfast Name: \_\_\_\_\_  
(Please Print)

1<sup>st</sup>. Attendee's Name: \_\_\_\_\_  
(Please Print)

2<sup>nd</sup>. Attendee's Name: \_\_\_\_\_ 3<sup>rd</sup>. Attendee's Name: \_\_\_\_\_  
(Please Print) (Please Print)

Street: \_\_\_\_\_  
Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Conference Registration Form – Incredible Innkeeping**

**Registration Fee includes all of the following:**  
**Tri-State Conference (Sunday, Monday and Tuesday, January 17 – 19, 2010)**  
 Sunday, January 17<sup>th</sup> – Registration, Welcome Bag and Gifts, Trade Show, Site Orientation and Tour, Silent Auction.  
 Monday, January 18<sup>th</sup> – Lunch & Idea Fair, Breaks, Industry Speakers, Educational Workshops, Trade Show, Dinner.  
 Tuesday, January 19<sup>th</sup> – Industry Speakers, State General Meetings, and Drawing for Door Prizes.

**Optional Items include:** Aspiring Inn keepers Seminar, Marketing with Social Media Workshop, both on Sunday.

	<b>Early Bird Discount By December 5</b>	<b>After December 5</b>
<b>Registration Fee</b>		
<b>Member (Indiana, Kentucky, Ohio)</b>	\$150. 1st person,	\$175. 1st person,
Additional Attendees, same B&B	\$75. per person	\$100. per person
<b>Non-Member</b>	\$200. per person	\$225. per person
<b>1 Day (Monday only)</b>	\$100. per person	\$125. per person
<b>Aspiring Inn keepers Seminar</b>	\$150. per person	\$150. per person
<b>Marketing with Social Media Workshop</b>	\$50. per person	\$50. per person
<b>Registration Fee Association Member:</b>	\$ _____ x _____ = \$ _____	
<b>Additional Person(s) Same B&amp;B</b>	\$ _____ x _____ = \$ _____	
<b>Registration Fee Non-Member:</b>	\$ _____ x _____ = \$ _____	
<b>Aspiring Inn keepers Seminar</b>	\$ _____ x _____ = \$ _____	
<b>Marketing with Social Media Workshop</b>	\$ _____ x _____ = \$ _____	
<b>Total</b>		\$ _____

Accommodations to be handled and paid separately –For Reservations call your favorite nearby B&B: [Ky Derby Region](#)  
 Conference Room Rates: \$125.00 Tax incl. per night, includes continental breakfast, at participating Inns. [Southern In](#)  
 Reservations must be placed by: December 14, 2009 to receive conference price.

**Payment**

Please make checks payable to BBAK and mail with completed registration forms to: Mary Morrow & Associates, 1347 S. 3<sup>rd</sup> Street, Ste. 304, Louisville, Kentucky 40208. Credit Card Payment will also be accepted:  
 Card: V MC CC# \_\_\_\_\_ Exp \_\_\_\_\_ Verification# \_\_\_\_\_  
 Name on Card \_\_\_\_\_ For additional information: Gayle Warren [gayle@dupontmansion.com](mailto:gayle@dupontmansion.com)

You will receive a confirmation of your registration **Cancellation Policy:** To be requested in writing, refund less \$10.00 processing fee if received by December 20<sup>th</sup>, 2009. No refund if cancellation is received after December 20<sup>th</sup>, 2009.

Professional Speakers, Educational Workshops, Exhibitor Showcase, and Much More  
 Silent Auction, Idea Fair, Come Early, Stay Late, Great Food, Fellowship, and Fun

**Indiana - Kentucky – Ohio Bed and Breakfast Associations  
Tri-State Conference Conrad-Caldwell House  
Louisville, Kentucky January 17-19, 2009**

<b>Sunday – Jan 17<sup>th</sup>.</b>	<b>Event</b>	<b>Location</b>
10:00 am – 4:00 pm 12:00 pm 1:00pm – 4:00pm	Aspiring Innkeepers Seminar Lunch Marketing with Social Media	Haskins Hall Caldwell Hall - Box Lunch Billiards Room
1:30 pm – 4:00 pm	<b>Conference Registration</b> <b>Vendor set-up</b> <b>Register Items for Silent Auction</b>	Outside of Caldwell Hall Caldwell Hall Caldwell Hall
4:00 pm – 7:00 pm	<b>Vendor Showroom Open</b>	Caldwell Hall
4:15 pm – 5:15 pm	Site Orientation and Historic Tour	Staff of Conrad-Caldwell House
5:30 pm	Wine Tasting – Springhill Winery & BB, Sponsor	Haskins Hall
7:00 pm	<b>Dinner</b> <b>Board Meeting - Indiana</b> <b>Board Meeting - Kentucky</b> <b>Board Meeting - Ohio</b>	TBA
<b>Monday – Jan 18<sup>th</sup>.</b>	<b>Event</b>	<b>Location</b>
8:30 am - 10:00 am	<b>Vendor Showroom opens</b> <b>General Session –Welcome, Herb Warren - BBAK, LeRoy Imler - IBBA , Alicia LeMasters, OBBA</b> <b>Discussion Group: Birds of A Feather</b>	Caldwell Hall
10:00 am - 10:10 am	Break	
10:10 am - 11:10 am	<b>Workshops</b> WKS 1 Weddings & Special Events WKS 2 Green Lodging WKS 3 Gift Shops	Haskins Hall Billiards Room Archive Room
11:10 am - 12:15 am	<b>Visit with Vendors</b>	Caldwell Hall
12:15 pm	<b>Lunch – Idea Fair</b>	Caldwell Hall - Box Lunch
1:15 pm – 2:15 pm	<b>Keynote Address – Speaker Jav Karen, PAII</b>	Caldwell Hall
2:15 pm – 2:30 pm	Break	Caldwell Hall - Dessert & Beverage
2:30 pm – 3:30 pm	<b>Workshops</b> WKS 4 Public Relations WKS 5 Continue Loving Innkeeping WKS 6 Interior Design on a Budget	Haskins Hall Billiards Room TBA
3:30 pm – 4:15 pm	Break Down - <b>Vendor Showcase / Silent Auction Drawings</b>	
4:15 pm – 5:15 pm	<b>Workshops</b> WKS 6 Interior Design on a Budget (continued) WKS 7 Great Tricks of the Trade WKS 8 Tea Time at the Inn	TBA Billiards Room Haskins Hall
6:00 pm	<b>Dinner</b>	Buck's in Old Louisville
8:00 pm -	<b>Old Louisville Ghost Tour</b>	Bus Pick –up at Buck's
<b>Tuesday – Jan 19<sup>th</sup>.</b>	<b>Event</b>	<b>Location</b>
8:30 am - 9:45 am	<b>Breakfast Keynote: The Incredible Egg Man</b>	Caldwell Hall
9:45 am - 10:00 am	Break	
10:00 am - 11:00 am	<b>General State Meeting – Indiana</b> <b>General State Meeting – Kentucky</b> <b>General State Meeting - Ohio</b>	Caldwell Hall Haskins Hall Billiards Room
11:00 am – 11:15 am	Break	
11:15 am - 12:30 pm	<b>General Session – Closing Keynote Speaker</b> <b>Pamela Lanier, Lanier Publishing</b>	Caldwell Hall