

Program

**November 4 - 5, 2019
Sleeping Lady Mountain Resort
Leavenworth, Washington**



TABLE OF CONTENTS

Monday PM

Welcome from Julie McAferty, President	Page 1
Thank you to Sponsors and Gift Donations	Page 2
Program at a Glance	Page 3-4
Sessions	Page 5-8
• Welcome	
• Tourism in Washington: We Are All In(n)	
• Adventure Map & Grafitti Wall Explanation	
• WIIN's Outrageous New Adventure	
• Trade Show Vendors	
• Evening Closing Session: Adventures in Innkeeping	
• Ten Essentials in Innkeeping	
• Innkeepers Hot Seat	

Tuesday AM

Annual Business Meeting	Page 9-14
• Agenda	
• Board Reports	
• Slate of Officers and Directors	
Choice Workshops AM—Session One	Page 15
• Wedding Elopement Packages that BOOK!	
• Book>Direct 101-102	

Tuesday PM

Speed Talks	Page 16
Choice Workshops PM—Session Two	Page 16 - 17
• Stomping Out the Fires of Burnout	
• Making the Most of Google Analytics	
Choice Workshops PM—Session Three	Page 17
• No Boring Breakfasts!	
• Have Your Way with OTA's	
Go Forth and Conquer	Page 18
Wrap It Up and Tie It with a Bow	Page 18
Logos	Page 19
Notes and Doodles	Page 20-21

November 4, 2019

Welcome!



The theme of this year's annual conference is: ***Outrageous Adventures in Innkeeping***. Every experienced innkeeper knows that the B&B business has changed significantly in the past few years and this year our organization also made some big changes! As innkeepers, we realize that we are all in this outrageous adventure together and that we all benefit from the opportunity to learn from each other.

That's why you're here, isn't it? To learn something new and connect with other innkeepers? Here are a few tips:

- **Listen, participate, and apply.** Our speakers and workshop facilitators have hands-on experience with their topics and have generously agreed to share their knowledge with you. At other sessions, you will also have the opportunity to share your knowledge and experiences with others. Make notes on new ideas you want to try.
- **Explore and Experiment.** WIIN enjoys great support from our vendor partners, who have made the effort to spend time with you at the trade show. Chat them up, see what's new, and pick their brains in person.
- **Connect and Reconnect.** You know the saying, "Make new friends, but keep the old..." We have introduced some new activities this year to promote connecting. Laugh, learn, and love what keeps WIIN's heart beating.
- **Volunteer and Prosper.** Think about stepping up. WIIN runs on volunteer steam. We all are busy, but connecting with other innkeepers by contributing time to your statewide association benefits not only WIIN, but your business as well.

Speaking of volunteers, I want to recognize the committee who helped put this conference together. Without our volunteers, we wouldn't be gathering this week. Thank you to our VP of Education and Conference Chair Pat Ford and to the rest of the committee: Co-VP's of Membership Carrol Harris and Joanne Lechner, Regional Directors Penny Whisler and Julie Szmania, and me.

Now go out and make the most of your meeting!

Julie McAferty, President—WIIN

THANK YOU TO OUR PLATINUM SPONSORS



WE ALSO THANK OUR SILVER SPONSORS

Simpleview (JackRabbit)

The B&B Team, and MinuteMan Press (Woodinville)

**Their support makes this conference
affordable for all of us!**

**We also thank the following organizations who have
donated items for prizes and drawings!**

**Puget Sound Express
Bed Voyage
Gilchrist & Soames
Deneen Pottery
Rishi-Tea
Serta National
Heart Warming Treasures**

PROGRAM AT A GLANCE

MONDAY - NOVEMBER 4

10:30 AM	Pre-event	Leavenworth overview, Walk Around and no host lunch at Gustav's with Matt Cade	Off-site
1:00 PM	Registration	Check-in, Mix and Mingle, Adventure Map Activity; and Memory Wall	Lobby of Salmon
1:30 PM	General Session 1	Welcome with Julie McAferty	Chapel
1:45 PM	General Session 2	Shiloh Burgess	Chapel
2:45 PM	Beverage Break	Check into rooms - Adventure Map Activity	Salmon
3:15 PM	General Session 3	Kent Schnepf and Stephen Fofanoff	Chapel
4:15 PM	Trade Show & Networking	Trade Show, Adventure Map Activity, Memory Wall, Light Appetizers, and No Host Bar	Salmon
6:00 PM	Break	Mix and Mingle and Network	
6:15 PM	Dinner	Buffet Style	Kingfisher
7:30 PM	General Session 4	Kent Schnepf & Team; Carrol Harris & Pat Ford	Chapel
9:00 PM	Post event	Networking in the bar	The Grotto

BE ADVENTUROUS! IT'S YOUR CONFERENCE—MAKE THE MOST OF IT!



PROGRAM AT A GLANCE

TUESDAY—NOVEMBER 5

7:30 AM	Breakfast	Buffet Style	Kingfisher
8:30 AM	General Session 5	WIIN Business Meeting with Julie McAferty	Chapel
10:00 AM	Room Check-out		Office
10:30 AM	Choice Workshops Session 1	<ul style="list-style-type: none"> • Wedding Elopement Packages that Book! with Dave Westfall • Book>Direct 101 and 102 with Briley Peters 	Chapel Woodpecker
11:30 AM	Break	Mix and Mingle and Network	
12:00 AM	Lunch	Buffet Style	Kingfisher
1:00 PM	General Session 6	Speed Talks	Chapel
2:00 PM	Break	Mix and Mingle and Network	Salmon
2:15 PM	Choice Workshops Session 2	<ul style="list-style-type: none"> • Stomp Out the Fires of Burnout with Pat Ford • Making the Most of Google Analytics with Briley Peters 	Chapel Woodpecker
3:15 PM	Beverage Break	Mix and Mingle and Network	Salmon
3:30 PM	Choice Workshops Session 3	<ul style="list-style-type: none"> • No Boring Breakfasts with Ludger Szmania • Have Your Way with OTA's with Laura McDowell 	Chapel Woodpecker
4:30 PM	Break	Mix and Mingle and Network	Salmon
4:45 PM	General Session 7	Anthony Anton	Chapel
5:30 PM	Wrap-Up	With Julie McAferty - Awards and Evaluation	Chapel
6:15 PM	Board Meeting		Woodpecker
7:00 PM	Dinner	Optional Dinner with Board— Must be preregistered	Kingfisher

MONDAY

1:30–1:45

General Session 1: Welcome to Outrageous Adventures in Innkeeping

Facilitator: Julie McAferty

Location: Chapel

Julie will give us an inspirational overview of our two days here at Sleeping Lady.

1:45–2:45

General Session 2: Tourism in Washington: We Are All In(n)

Facilitator: Shiloh Burgess

Location: Chapel

Shiloh Burgess is Co-Chair of Washington Tourism Alliance Board and Executive Director of Wenatchee Valley Chamber of Commerce

This presentation will show the path the tourism advocates in Washington have followed from 2011 to today, the commitment it has taken to return the tourism industry to prominence in the years since, and the role of the independent innkeeper in that commitment.

2:45–3:15

Beverage Break

Location: Salmon

Use this time to check into your rooms. Then come back to mix and mingle with your fellow innkeepers. This is a good time to begin working on:

- **Your Adventure Map.** *Make connections and check off as many items as you can by the last general session tonight. You can network and work on this during breaks and during the Trade Show! Fully participate and be in a drawing for a fabulous prize!*
- **The Memory Wall.** *On the post-it notes provided, write about some of your most unusual, funny and weird innkeeping experiences. Following the conference you will be sent what is on this wall.*

3:15–4:15

General Session 3: WIIN's Outrageous New Adventure

Facilitators: Kent Schnepf and Stephen Fofanoff

Location: Chapel

Kent is Odysys CEO and Founder Stephen Fofanoff is Odysys Sales Director and outgoing VP of Guest Connection (Marketing).

What does it feel like to be on the front line of the biggest adventure Washington's independent lodging association has undertaken? Outrageous!

- *Create a new consumer brand? Check.*
- *Launch a completely new kind of Association website? Check.*
- *Be the first in the nation to test new marketing? Check.*
- *Start a national dialogue about the power of Associations? Double check!*

We will celebrate the accomplishments of the little Association in Washington State who said, "We're in this together. Let's go for the WIIN!" Join the celebration and hear what's happening next in our Outrageous Adventures.

4:15–6:00

Trade Show and Networking

Location: Salmon

*Be sure to connect with all your trade show vendors. They all have something that can add to your success as an innkeeper. Also, be sure to stop by and **HAM IT UP** as you provide us with videos about the value you gain by being a member of WIIN.*

WA Hospitality Association Fraraz Hussain 206-475-1556	Faraz.hussain@usbank.com	Washington Hospitality Association represents the hospitality industry in Washington
ThinkReservations Alfred Aday 877-736-4195 Laura McDowell 828-630-0313	ricard.aday @thinkreservations.com Laura@thinkreservations.com	Offers an efficient booking engine for on-line reservations and Property Management System
Comphy Company Pamela Dujmovich 323-225-8234	Pamela@comphy.com	Maker of microfiber sheets, duvet covers and other products.
TRC Insurance Scott Roberts 877-637-1858	scott@trcisu.com	TRC insurance is a Kirkland based insurance Co. Specializing in affordable B & B insurance and offering all types of insurance.

Continued on next page

Enlivened Endeavors Teresa Luttrell 415-481-4819	teresaluttrell@mac.com	Providing chemical free and organic products for the inn-keeping and hospitality industry
Odysys Kent Schnepf 541-639-3175	kent.schnepf@odysys.com	Digital Marketing platform for independent properties. Website builder, booking engine, SEO, Analytics, social media and blog publishing.
Coral's Seamless Innkeeping Coral Simdom 503-781-1389	Coral @seamlessinnkeeping.com	Coral's Seamless Innkeeping provides professional and reliable interim innkeeping while you're away. Member of Interim Innkeeper Network (INN)
Heartwarming Treasures Sue Wolf 206-547-2623	Suewolf @heartwarmingtreasures.com	Offering a variety of complete baskets and packages to sell and compliment your room revenue. Made from local ingredients.
Simpleview Briley Peters 303-578-1765	Briley@jackrabbitsystems.com	Referral engine-Bookdirect and hotel meta search advertising-Meta Direct
Select Registry Darlene Blankenship 828-630-0313	Darlene@selectregistry.com	Diverse collection of boutique properties delivering highly personalized experiences
Whistle Messaging Johnathan Rojas 562-879-2528	jrojas@trywhistle.com	Integrated automated guest messaging / team collaboration / upselling / task management
Where to Elope! Dave Westfall 303-398-3998`	Dave@wheretoelope.com	Empowering engaged couples to make smart wedding decisions
Creating WIIN Videos	HAM IT UP!	Videos will be used to help promote membership in WIIN

6:00–7:30

Break (6:00) *Mix, mingle, network make a video!*

Dinner Buffet Style (6:15)

Location: Kingfisher

7:30—9:00

General Session 4: Adventures in Innkeeping

Location: Chapel

The Ten Essentials of Innkeeping—Facilitated by Carrol Harris and Pat Ford

Have you heard about the 10 Essentials for safe outdoor activities? We will develop our own list of the 10 Essentials for Innkeepers. This friendly competition will be fun and educational as we share our best tools of the trade!

For example: How about tips to deal with red wine spills? How about emergency breakfast saves? We will post our ideas here at the conference, and publish them for everyone following the conference.

???
Essentials

Innkeepers' Hot Seat—Facilitated by Kent Schnepf and a team of expert panelists

For the first time ever, a panel of knowledgeable and witty (not to mention good looking) digital marketing experts promise to entertain you with our first ever "Innkeepers' Hot Seat". Our amazing panelists cover a wide range of specialties. Each will share their analysis and make actionable recommendations.



No matter the website, there is absolutely no issue that can't be tackled in what promises to be an educational, fun, and entertaining evening. Gain insight into how to improve marketing your property online by watching the review of other sites.

Following this unusual experience, head for The Grott - or - to bed - which ever works best for you!

9:00 +

Mix, Mingle and Network

Location: Grotto



TUESDAY AM

7:30—8:30

Breakfast Buffet Style

Location: Kingfisher

8:30—10:00

Annual Business Meeting

Location: Chapel

Facilitator: Julie McAferty

Julie, owner of the Greenlake Guest House, has been our truly outrageous President of WBBG (now WIIN) for several years. Not only has she brought leadership and commitment to her role as President, she has led the organization to new and exciting approaches to our rapidly changing innkeeping world.

AGENDA

- **Call to Order and Welcome** Julie McAferty, WIIN President, Greenlake Guest House
- **Attendance Report** Pat Ford, VP of Education & Conference Chair, Hideaway Lodge
- **Declare a Quorum**
- **Review Minutes from 2018 Meeting** Theresa Regnier, WIIN Secretary, Carson Ridge Luxury Cabins
- **President's Report** Julie McAferty, WIIN President, Greenlake Guest House
 - Thank you and Introduction of 2018-2019 Board of Directors
 - Committee/Volunteer Sign ups
 - Review of Mission Statement, Our Brand, and State of the Association
- **Treasurer Report & Budget** Bill Segil, WIIN Treasurer, Sea Cliff Gardens B&B
Other Board reports are on pages xx-xx of this program.
- **Elections**—Slate of Officers & Directors & Any Nominations from the Floor Julie McAferty WIIN President
The slate of officers and directors is on page xx of this program.
- **Upcoming Dates for the Industry**
- **New Business**
- **Adjourn**

Beverage Break

Location: Salmon

Don't forget about the graffiti wall

OFFICER REPORTS

VP Guest Connection (Marketing)—Stephen Fofanoff

2019 Marketing Report

We're two years in on a 5-year plan to revitalize the association's marketing with an emphasis on strong return on investment for its members.

5 year plan context:

- *Year 1 (rebrand, 2018)*
- *Year 2 (website launch, 2019)*
- *Year 3 (build content authority with blog posts, explore digital advertising to expand audience/Port of Seattle grant program, 2020)*
- *Year 4 (establish PR/media outreach, stabilize/maintain programs, Instagram advertising? 2021)*
- *Year 5 (evaluate, adjust, examine opportunities/plan for next 5 years, 2022)*

This year we completed the rebranding, put the new traveler-focused website in place, and launched a monthly guest newsletter.

Old website to new website: We finished moving guest facing content from the old WBBG website to the new WaINNSiders website and changing the member focused domain from WBBG.com to wainns.com.

We also completed new SEO (search engine optimization) content and backlinks from the new website to the member inns on the city pages as we continue building out the content of the new site. Detailed analytics will be provided in the slides from the conference keynote.

Our association's Google Hotel Ads campaign via JackRabbit/Simpleview that ran this spring and summer is wrapping up for 2019. We drove traffic to members and learned a lot in the process. Individual inns are now able to run Google Hotel Ads through a special WIIN members' only promotion from Odysys.

The next phase of the marketing plan rolls out in 2020 including pursuing matching grants to expand our digital marketing efforts (via paid ads) to target out of state visitors to come to Washington and stay at member inns.

For questions and ideas contact vpmembership@wainns.com

OFFICER REPORTS continued

VP Education—Pat Ford

Annual Trade Show and Conference

The theme - Outrageous Adventures in Innkeeping – November 4-5.

The location is Sleeping Lady Mountain Resort in Leavenworth, Washington

Our goals were to:

- Have at least 50 % of our member inns represented. **We exceeded this goal by 11%.**
- Have at least 79 individuals attending the conference. As of the middle of October we were at **73% of goal.**

We are looking for a site in Southern Washington for the 2020 conference. We have not located a suitable site yet.

- Question: We are seriously considering doing a 1 day more centralized conference once every other year, and a 2 day conference in a retreat setting in alternating years. What is your opinion of this possibility? Let Pat know.
- Question: We have been asked to provide a regional conference working together with associations from California, Oregon, Washington, Idaho, Montana and Alaska. IS this something we should try to do?

Regional Meetings

- Julie McAferty did two presentations about WINN in Eastern, Washington. Thank you Julie!!!!
- No other regional meetings were offered.
- I am hoping that next round membership and education can work together on this if we feel this is a good use of our time.

Other

I have focused on providing something about education in most InnStep Newsletters. This included:

- A personally written article on something related to education
- Information about educational webinars people can attend. Most webinars came from Odysys
- Information about the conference

With questions and ideas contact vpeducation@wainns.com

OFFICER REPORTS continued

VP Advocacy—Janet Abbott

Testified on behalf of one of our members on Whidbey Island in relation to code interpretation issues

Communicated with Washington State Department of Health regarding proposed changes to the food code

Spoke with Samantha Louderbeck at Washington Hospitality Association on several occasions regarding B&B perspective on proposed or pending legislation

During legislative session, participated by phone on WHA's weekly Government Affairs phone call on key issues before the legislature

Communicated with the Transient Accommodations office regarding licensing, fees, inspections, etc. for short-term lodging as a whole, encouraging a level playing field.

Followed the development of new short-term rental code on Whidbey Island (both Langley and Coupeville) and forwarded the approved code to Clallam County Commissioners.

Contacted the Washington State Department of Revenue for clarification on the proper reporting of cancellation fees, no-show revenue, and related income for B&Bs.

Sat on the board of the Olympic Peninsula Visitors Bureau as the voice for B&B properties on the Peninsula

Assisted a new B&B with a pre-opening walk-through to verify compliance with appropriate code

If I can assist you and your inn with any advocacy-related issues, please feel free to contact me at vpadvocacy@wainns.com or by phone at 360-477-5314.

OFFICER REPORTS continued

VP Member Connection (Membership)—Joanne Lechner and Carrol Harris

Membership Status Nov 1, 2019

44 paid Member Inns 6 members due

15 Associate Members

4 Aspiring Innkeeper Members

Several Inns have sold and retired this year, and 2 Inns have chosen not to renew their Membership.

Updated recruitment tools, printed materials, members only/resource section of website, slide show, applications, and membership criteria to represent new WIIN brand and mission.

Regional Directors have been given larger recruitment and communication roles with in their assigned regions to assist in WIIN's growth.

Member Connection remains excited through this year of change and rebranding! We believe WIIN's rebranding will appeal to a broader section of the independent lodging sector.

We look forward to a year of growth in our organization in 2020

For ideas and questions contact vpmembership@wainns.com

2020 SLATE OF OFFICERS & DIRECTORS

Officers (elected for 2-year terms)

President: Bill Segil; Sea Cliff Gardens, Port Angeles WA

Treasurer: Dianne Binder; Anchorage Inn B&B, Coupeville, Whidbey Island WA (finishing Bill Segil's term)

VP Member Connection: Julie Szmania, Warm Springs Inn & Winery, Wenatchee, WA

VP of Guest Connection: Sydney Rubin, Maitland Manor, Port Angeles, WA (finishing Stephen Fofanoff's term)

VP of Advocacy: Janet Abbott, George Washington Inn, Port Angeles, WA

VP of Education: Pat Ford, Hideaway Lodge, Woodinville, WA (finishing year 2 of term)

Recording Secretary: Carrol Harris, Hideaway Lodge, Woodinville, WA

Regional Directors & Director of Technology (elected for 1-year terms)

Position 1 (Olympic Peninsula) Chris Warnock, Domaine Madeline, Port Angeles, WA

Position 2 (Volcano Country) Theresa Regnier, Carson Ridge Luxury Cabins, Carson, WA

Position 3 (Islands): Joanne Lechner, Eagles Nest Inn, Langley, Whidbey Island, WA

Position 4 (Wine Country): Alan Fielding, Cameo Heights Manson, Touchet, WA

Position 5 (Greater Seattle): Penny Whisler, Three Tree Point B&B, Seattle, WA

Positions 6 (The Coast): Susie Goldsmith, Boreas Bed & Breakfast, Long Beach, WA

Position 7 (San Juan Islands): Anna Marie de Freitas, Harrison House Suites, Friday Harbor, San Juan Island WA

Position 8 (At Large): VACANT

Director of Technology:

These responsibilities are being fulfilled by Jill Britt, WIIN Contractor, in 2019-2020

10:30–11:30

Choice Workshops Session One

- Wedding Elopement Packages that BOOK!

Facilitator: Dave Westfall

Location: Chapel

Dave is an internationally recognized Speaker, Coach and Author of *BIG Weddings SUCK!* He has helped over 1.1 million couples elope, and is a former Innkeeper.



Make \$100,000 more booking elopements! Dave will identify the drivers of the buying decision for wedding elopement packages; dig deep to cover the latest wedding, millennial and societal trends and the significant growth in elopement; and focus on the how-to process that Innkeepers need to take now to get in front of the existing demand for wedding elopement packages

- Book Direct 101 and 201

Facilitator: Briley Peters

Location: Woodpecker

Briley is a Senior Account Director with Book > Direct at Simpleview who works with over 200 tourism destinations across the United States, Canada, the Caribbean, and Europe.

Let's do a deep-dive on the Book > Direct platform to learn about how to best highlight your property and use the booking behavior data it generates to your advantage.

11:30–1:00

Break and Optional Garden Tour and Lunch (Buffet Style)

Maybe you can find the Sleeping Lady sites on your Adventure Treasure Map!



TUESDAY PM

1:00–2:00

Speed Talks

Location: Chapel

Speed Talks are a fun new Conference feature this year that will have you laughing with and learning from fellow innkeepers. Much like speed dating, you'll have just two minutes to share your best insights, successes, questions and challenges with your peers. Make the most of it before your time runs out! Each table will have a facilitator who will help keep us on track. As a table you will choose three of the following topics:

- *Packages/Add-ons*
- *Increasing reservations –new ideas that are working for you (newsletter, social media)*
- *Hosting meetings, weddings & other events*
- *Staff relations/management skills/motivating employees*
- *Creating partnerships with local businesses*



2:15–3:15

Choice Workshops Session Two

- Stomping On The Fires of Burn Out

Facilitator: Pat Ford

Location: Chapel

Pat is WIIN VP-Education, a personal development education specialist and Hideaway Lodge B&B Innkeeper

Finding yourself not feeling as happy as you once felt about your innkeeping career? Do you think about quitting or selling your inn? Find ways to avoid “burning out” with a focus on returning to what you love to do. It may be innkeeping. It may be something else. Take a moment during to explore the possibilities and find out what might be your next steps.



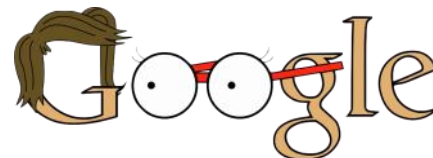
Continued on next page

Choice Workshops Session Two—continued

- **Making the Most of Google Analytics**

Facilitator: Briley Peters Location: Woodpecker

Briley is a Senior Account Director, Book › Direct at Simpleview who works with over 200 tourism destinations across the United States, Canada, the Caribbean, and Europe.



Discuss using Google Analytics to track conversions and goals from referral channels, including Book › Direct and Meta › Direct.

3:30—4:30

Choice Workshops Session Three

- **No Boring Breakfasts!**

Facilitator: Ludger Szmania

Location: Chapel

Chef Ludger, from Dusseldorf Germany, has been a chef for almost 50 years around the world most recently at his own SZMANIA'S Restaurant in Magnolia for 24 years. He's now a co-owner innkeeper, gardener and winemaker for Warm Springs Inn & Winery.



Not one to rely on morning pastries, Ludger focuses on creative and healthy options with farm-to-table local flavors. With a mouth-watering visual presentation, sharing secrets and tastes, there will an opportunity to “ask the chef” anything you want! Bring questions. He'll share stories of a life behind the stove.

- **Have Your Way with OTAs**

Facilitator: Laura McDowell

Location: Woodpecker

Laura McDowell has a degree in hospitality management. She loves finding ways to creatively educate people on all that ThinkReservations has to offer.

Two words: relationship goals. Learn how to best work with different online travel agencies to optimize your revenue and marketing objectives. Join Laura McDowell, Senior Account Manager at ThinkReservations, as she shares collected tips and tricks from lodging professionals and marketing partners who have found their happily-ever-after.

4:45–5:30

General Session: Go Forth and Conquer!

Presenter: Anthony Anton Location: Chapel
Anthony is President and CEO of Washington
Hospitality Association

*Anthony will be our final speaker and will send us off
with humor and purpose as we begin another
successful year of innkeeping.*

Location: Woodpecker



5:30

General Session: Wrap It Up and Tie It with a Bow!

Facilitator: Julie McAferty

Location: Chapel

*Be prepared to celebrate each other, acknowledge individuals and the hard work they
have done throughout the year. Awards will be given!*

*We will evaluate this conference so we can plan well for 2020. Julie will wrap up these
two days in a package and tie it with a bow to send us off us off with enthusiasm*





This is the logo for the guest website and the logo we should have on the front page of our inn's website



**This is logo for the website for members of WIIN
(Note: the three doors represent the three parts of our mission:
education, advocacy and connection)**

NOTES and DOODLES

NOTES and DOODLES