NEBRASKA
ASSOCIATION OF
BED & BREAKFAST
WWW.NEBRASKABB.COM

Fall Conference

October 17 & 18, 2011
Location: Prairie Creek Inn B&B, Walton, NE
http://www.pcibnb.com

Monday, October 17 - Preconference

8:00 a.m.–1:00 p.m. ***Aspiring Innkeeper Workshop***
Join us to learn the ABC's of Innkeeping. Continental breakfast and lunch included.

Location: Prairie Creek Inn B&B, 2400 S. 148th, Walton, NE
Presenters: Veteran NABB Innkeepers: Harriet Gould - Pine Crest Farms B&B, Jeanna Stavas - Whispering Pines B&B, and Gordon Mueller - Ofts B&B

12:00-4:00 p.m. ***Facebook for Innkeepers***
We have all heard about Facebook, and many of us have questions concerning its use. Is it just for teenagers and college students? Is it something that we can use for our B&Bs? This workshop will dive into current knowledge of social media and help us understand how implementing Facebook will bring measureable results to our B&B. This hands-on class will allow innkeepers to leave with a "live" presence on Facebook. Lunch included.

Location: Southeast Community College Continuing Education Training Center, 301 S. 68th St. Place, Lincoln, NE (behind ShopKo at 66th & O St.)
Presenter: Steve Maly, Maly Marketing, Lincoln, NE

5:00-9:30 p.m. ***Wine Tasting, Dinner and Prairie Creek Inn B&B Showcase***
Deer Springs Winery will host the social hour; dinner will follow at Prairie Creek Inn B&B. Following dinner, learn the extraordinary story behind this B&B and how it was lovingly restored. Tour included.

Location: Deer Springs Winery, 16225 Adams, Lincoln, NE
http://www.deerspringswinery.com/
Prairie Creek Inn B&B, 2400 S. 148th, Walton, NE

Book your overnight accommodations at Prairie Creek Inn B&B for $75
or at one of the other Metro Area inns:
http://www.nebraskabb.com/metro-region-nebraska.html
or Whispering Pines B&B, Nebraska City
www.bbwhisperingpines.com

Tuesday, October 18 – NABB Conference/Annual Meeting at Prairie Creek Inn B&B

8:00-8:20 a.m. ***Registration and Continental Breakfast***

8:30-9:15 a.m. ***Keynote: The New American Traveler – Marketing B&Bs to Match***
We understand that guests drive our business but how do we find those guests? What tools are guests using and how do we find them to take advantage of their buying habits? What are the free or cost-effective tools innkeepers should be using to attract guests? This session will provide innkeepers with current trends in tourism marketing. You'll walk away with a ready-to-go action plan.

Presenter: Steve Maly, Maly Marketing, Lincoln, NE

9:20-9:45 a.m. ***NABB New Members Showcase***
New NABB members will be introduced and briefly showcase their inns.

9:50-10:50 a.m. ***B&Bs and Nebraska's Agri-tourism***
Presenter: Karen Kollars, Nebraska Tourism Department

10:50-11:00 a.m. ***Break***

11:00-11:45 a.m. ***Select-A-Session*** – Choose one:
Becoming a Certified GREEN Inn
Presenter: Linda Ard, Burchell's White Hill Farmhouse Inn
Hot Topics for B&Bs, A Discussion
Presenter: Larry Stoll, Atwood House B&B

11:45 a.m.-12:15 p.m. ***NABB Annual Business Meeting;*** Harriet Gould, NABB President

12:20-1:15 p.m. **Lunch**; Brown Baggers
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1:15-2:15 p.m. ***Cooking at the Inn: Cooking Schools, Meals, Teas, Breakfasts***
Presenters: Jeanna Stavas - Whispering Pines B&B, Diane & Earl Zeller - Crystal Key Inn, and Arlene Knoll - Knoll's Country Inn

2:15-2:30 p.m. ***Break***

2:30-4:00 p.m. ***Roundtable Discussions*** – Small table group conversations with innkeepers
*Long-term stays
*What can I do to increase tourism?
*Legislative issues?
*Am I prepared for international guests?
*Share your best event/story

4:00-4:15 p.m. ***Conference Wrap-up***

4:30-7:00 p.m. ***Networking & Fun*** – Hayrack ride, explore outdoor trails, bonfire, old fashioned cookout—hot dogs, chips, beans, smores

Early Bird pricing ends Monday, September 26, 2011 at midnight.

NABB Members and other State B&B Association members register here:
http://2011nabbconferencemember.eventbrite.com
Non-members register here:
http://2011nabbconferencenonmember.eventbrite.com