



[Frictionless App with Conference Details](#)

This Year's Mantra...

Being “Innspired” by Industry Leaders and your Fellow Innkeepers!

Conference Program Overview - October 29-31st

Sunday, October 29th, 5-7pm

We are informally gathering in the Wolfgang Puck Restaurant's bar area on Amway's first floor. If you plan on dining with them afterward, we suggest you make individual reservations: Phone- 616-776-3230 Website- <http://wolfgangpuck.com/dining/the-kitchen-by-wolfgang-puck-grand-rapids/>

Monday, October 30th,

10 am – 12 noon- (coffee & tea will be provided) – North Concourse- 2nd Floor Amway

Hands-on Personalized Vendor Workshops- Governor's Room- 2nd Floor Amway

Bring your laptops and questions for a unique opportunity to meet with our vendors one-on-one. Only three spots per half-hour session.

(Sign up for up to four sessions. Your schedule for the morning sessions will be given to you at the registration table.)

Participating vendors:

- **B&B Team- Eben Viens-** *Tips on how to prepare your inn to be sold.*
- **Casablanca Payments- Wynn Salisch-** *Best practices to protect your sensitive personal and business data, reduce chargeback risk, save money, and get better service on credit card processing.*
- **Forfeng Design-Heather Turner-** *How to design a Canva campaign.*
- **Frictionless- Steve Short-** *Best ways to communicate your offers, amenities, and places to go and dine*
- **GraceSoft- Gideon Stanley-** *Using ChatGPT & AI creatively in your business*
- **Hospitality Concierge- Mandy Murray-** *How to utilize Meta Business Suite to expand your social media presence while saving time, and energy, and keeping your sanity.*
- **Inside Out Solutions- Patricia McCauley -***Is your website ADA-compliant?*
- **ResNexus- Michael Denton-** *How to get the most from your ResNexus Booking Platform.*
- **Take Up- Patty Sung-***How to Price Courageously using AI to increase revenue.*
- **Think Reservations- Richard Aday/Kristen Fisher-** *Getting the most from your Think Reservation features, including digital registration, text messaging, rate types, and offers.*

Individual Sessions:

- **MBBA- Byron Cain-** *reviewing your inn's analytics.*

10-12 Aspiring Innkeeper Table- MBBA veteran innkeepers will discuss all the ins and outs of being an innkeeper.

Registration and Box Lunch Sponsored by Think Reservations

Register at the MBBA greeting table on the first floor and grab your box lunch and questionnaire.

1 pm- President's Welcome and Introduction to all our Vendors- Governor's Room- 2nd Floor Amway

1:15 – MBBA Annual Meeting

1:30 pm- Session 1-Richard Aday from Think- Setting a Vision that Drives Positive Change

Vision drives growth in any business. Regardless of your business size, identifying what you want from your business will help you find the success you seek. Join Richard Aday, the CEO & Founder of Think Reservations, as he shares insights and stories on what it takes to get your vision right and, more importantly, how to overcome obstacles that may arise.

2:15 pm- Session 2- Patty Sung from TakeUp- Revenue Management and why technology is important in driving revenue during the best and worst of times.

Join Patty Sung, CEO and Founder of [TakeUp](#), as she interviews long-time innkeeper Jim Leitch where they will discuss how to use technology to drive your Revenue Management. Some of the questions that will be answered are: Who can benefit from revenue management technology? What can you expect when adopting revenue management technology? Where does revenue management technology fit into their current systems, like their PMS? When can an innkeeper start to see the benefits once they implement revenue management technology? Why is revenue management technology important, even during the slowest of times? How can an Innkeeper help influence and enhance revenue management technology with their property and market knowledge?

3:00 pm- Short Break Tea/Coffee sponsored by B&B Team & Mandy Murray

3:15 pm- Session 3- Patricia McCauley from InSide Out Solutions- Success with your website and when to call a professional

Your website is one of your most important assets! Join Patricia McCauley, President of [InSide Out Solutions](#), a Website Design and Digital Marketing Company, as she gives tips to tweak your website yourself, why regular blogging is important, best practices to use AI for your blogging, and when it's time for a new website.

4:00 pm- Session 4 Steve Short-Frictionless – Telling the story of how to “Live Like a Local” and utilizing local partners to increase your bottom line.

Today's travelers want more than just a “Bed” and “Breakfast.” They want to connect with a destination and have authentic, memorable experiences. Join Steve Short, CEO and Founder of [Frictionless Guest App](#), to learn the best practices to communicate with the modern traveler and creative ideas to connect with Local Partners by adding value for your guests and increasing your bottom line.

5:00 pm- Join vendors for a Cash Bar Reception and Light Refreshments- Vandenberg Room- 2nd Floor Amway

7:00 pm- Dinner – Sponsored by Fremont Insurance- Governor's Room- 2nd Floor Amway

Keynote Speaker- Chef and Educator Tommy Fitzgerald- **How to be Inspired by Food.**

[Chef Tommy](#), a local mentor for everything food and hospitality, will share ideas to keep your menus fresh, tips for your own healthy dinners, and how to repurpose meals.

5 Door Prizes from the Boston General Store with Questions taken from the MBBA blog.

Tuesday, October 31st

Breakfast: on your own. Options at Amway include:

Starbucks opens at 6:30 am and is located on The Main Level of the Pantlind Wing
The Kitchen Counter by Wolfgang Puck opens at 7:00 am and is located on the Main level of the Tower Wing. Dine in or grab and go. Call (616) 776-6428 for carryout orders

9 am- Session 5- Mandy Murray- Discovering Hidden Profits at Your Inn

The room at your inn is not the only way to create revenue. This is not groundbreaking, but the fact that RevPAR is now being discussed as earnings based on the total square footage of your property and not just the hotel room, your B&B has room for increasing revenue with very little spending on your part. Mandy Murray, a leading industry consultant and Founder of [Hospitality Concierge](#) will share her success stories on how to maximize upsell opportunities, why your website is the first place to look for increasing your revenue now, creating experiences for your guests that will keep them coming back and secrets to retail that could create six figures in income.

9:45 am- Session 6- Heather Turner- Tools to create a marketing calendar and the best places to be on social.

Social marketing is the best place to story tell your brand. Join Heather Turner, speaker and educator of [Forfeng Design](#), as she shares tips to plan your marketing calendar in 2024, how to use Meta to schedule your posts, and the best places to be on social. Handout sheets and a calendar will be provided.

10:30 am- Short Break with light refreshments Sponsored by Frictionless& Inside Out Solutions

10:45 am- Session 7- Michael Denton- ResNexus- How to get found on Google Search & Google Travel

Join Michael Denton, Hospitality Business Coach from ResNexus, to learn the difference between Google Travel and Google Search. You will learn practical tips and strategies for optimizing your website and online presence. You can increase your visibility, attract more customers, and grow your business by utilizing these platforms through a few simple steps.

11:30 am- Session 7- Kelly Wolgamott- Travel Michigan

Kelly, Director of Marketing from Travel Michigan, will share Pure Michigan's campaign efforts and research, projections for next year, and tips on how to update your listing on Michigan.org

12 noon – Vendor Door Prize Drawings and Goodbyes. You must be present to win.

*Cancellation Policy Cancellations can be made two weeks before the event with a full reimbursement of your conference. Cancellation with Amway must be made through the hotel directly.

Conference Sponsors... 2023

(this list will be frequently updated)

Berkshire Amenities- *Vendor Table*

The B&B Team- *Name Tag sponsor, Vendor Workshop, Vendor Table, Coffee & Tea Sponsor/Preferred Vendor*

Casablanca Payments- *Vendor Table/Vendor Workshop*

Elizabeth Campbell Photography- *Vendor Table*

First Choice Services- *Vendor Table, Snack Sponsor*

Forfeng Design- *Speaker, Vendor Workshop*

Fremont Insurance- *Dinner Sponsor/Preferred Vendor*

Frictionless- *Speaker, Vendor Table, Vendor Workshop, Snack Sponsor/Preferred Vendor*

GraceSoft- *Vendor Table*

Inn Realtor.com- *Welcome Bag Sponsor, Preferred Vendor*

Inside Out Solutions- *Speaker, Vendor Table, Vendor Workshop, Coffee/Tea Sponsor*

Interim Innkeepers Network- *Vendor Table*

Lady Americana Mattress- *Vendor Table, Preferred Vendor, Mattress Donation*

Maia Internet Consulting- *Conference Sponsor*

Mandy Murray & Associates- *Speaker, Vendor Table, Vendor Workshop, Coffee/Tea Sponsor, Preferred Vendor*

ResNexus- *Speaker, Vendor Table, Vendor Workshop, Preferred Vendor*

Serta Mattress- *Vendor Table, Preferred Vendor*

Sitronu Bath Products- *Vendor Gift*

TakeUp- *Speaker, Vendor Workshop, Vendor Table*

The Insurance Shop of East Jordan- *Vendor Table, Preferred Vendor*

Think Reservations- *Speaker, Vendor Table, Vendor Workshop, Lunch Sponsor/Preferred Vendor*

Tommy Fitz the Chef- *Speaker*

Touch Stay- *preferred Vendor & MBBA Conference App Sponsorship*