

**MICHIGAN BED & BREAKFAST
ASSOCIATION
CONFERENCE SCHEDULE**

Welcome



Frictionless Guest App Sign In

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2023 CONFERENCE OVERVIEW

Sunday, October 29th –

5-7 pm - Informal gathering at Wolfgang Puck Restaurant's bar area on Amway's first floor

Monday, October 30th –

Morning & Afternoon Conference is located in the Governor's Room on the 2nd floor of Amway

8 a.m.-1 p.m. Registration opens at the MBBA Greeting table.

*10 am – 12 noon- Hands-on Personalized Vendor Workshops
Innkeepers should bring their laptops and questions for our experts and vendors to help you.*

12 noon- Box lunch – Vandenberg Marketplace

12 noon- 1 pm – Visit with Vendors Vandenberg.

1:00 – MBBA Annual Meeting – Governors Conference Room

1:25 pm- Introduction to our 2023 "InnSpired" Vendors

1:30-5 pm- Speakers – details on next pages.

*5- 7 pm Vendor Marketplace with Cocktail Reception -
Vandenberg Room- 2nd Floor*

7:00 p.m. Dinner with Keynote Speaker -Governor's Room-

Tuesday, October 31st –

Morning Conference- Governor's Room 2nd- floor of Amway

9- 12:15 pm Speakers - --Details on later pages.

12:20 Door prizes and Goodbyes

2023 MBBA Conference Program Details

Monday, October 30th Governors Conference Room

8 a.m.-1 p.m. Registration opens at the MBBA Greeting table.

10 am – 12 noon-

Hands-on Personalized Vendor Workshops

Take advantage of our experts and vendors. We have the following vendors you chose from for ½ hour workshop sessions. We hope to limit each ½ session at each table to a max of 5 innkeepers!

- 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 with your guests on offers, amenities, and places to go and preferred dining.
- GraceSoft- Gideon Stanley- Using ChatGPT & AI creatively in your business.
- Hospitality Concierge- Mandy Murry- 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.
- Byron - 1 on 1 sessions to look at your individual MBBA analytics

Monday, October 30th Continued

12 noon- Box lunch Sponsored by Think Reservations

12 noon- 1 pm – Visit Vendors in VandenBurg

MBBA Members only

1:00 – MBBA Annual Meeting

EMCEE: Ken Andrus Leonard @ Logan

**Presidents Introduction & Annual Meeting Kickoff
Marci Palajac / Brian King**

Brian - New Tier Membership Program

Al Heminger Financial Report

Executive Director Report

Questions and Answers

Adjourn Annual Meeting

1:25– Ken –Introduction to Vendors

Ken - Introduce MBBA 2023 Conference Kickoff Speaker



Monday, October 30th Continued

1:30 pm- Session 1-

Richard Aday - Think Reservations

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 your desired success. Join Richard Aday, the CEO and 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 possible obstacles.

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, and our very own Al Heminger, 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 and Coffee sponsored by
B&B Team and Hospitality Concierge**

Monday, October 30th Continued

3:15 pm- Session 3

Patricia McCauley from InSideOut 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 InSideOut 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 Guest App

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- 7 pm Vendor Marketplace

Vandenberg Room- 2nd Floor

Join vendors for a Cash Bar Reception and Light Refreshments-

Monday Night, October 30th

7:00 pm- Dinner –Governor’s Room
Keynote Speaker- Tommy Fitzgerald –
Sponsored by Fremont Insurance-

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.

Welcome! Welcome!

“My hospitality experience spans over three decades. No matter what role I play; chef, owner, or even mentor, hospitality runs through my veins like a refrigerator (always working to keep food safe and delicious)!”



Door Prizes from the Boston General Store .

<https://www.tommyfitzthechef.com/>

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

Tuesday, October 31st – Morning Conference- Governor's Room
2nd- floor of Amway

9 am Session 5-

Mandy Murry-Hospitality Concierge

Discovering Hidden Profits at Your Inn The room at your inn is not the only way to create revenue. This is not groundbreaking, but because 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 Murry, 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.

Tuesday, October 31st Continued

9:45 am- Session 6-

Heather Turner- Forfeng Designs

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 Guest App & 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 8-

Kelly Wolgamott- Travel Michigan / Pure 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

Tuesday, October 31st Continued

12:15 pm–
Door Prize Drawings & Goodbyes.
You must be present to win.



MBBA Vendor Marketplace

A very special thank you to our vendors!

Participating Vendors...Be sure to stop and say Hello!

Monday October 30th –

Noon to 1 pm –(After Workshops)
Box Lunch, Talk with Vendors
Vandenburg Room next door to Speakers
Room

5pm to 9pm -
Cocktails & Dinner / Engage with Vendors

A VERY SPECIAL THANK YOU TO OUR VENDORS

- The B&B Team- Name Tag sponsor, Vendor Workshop, Vendor Table, Coffee & Tea Sponsor/Preferred Vendor
- Casablanca Payments- Vendor Table/Vendor Workshop
- Forfeng Design- Speaker, Vendor Workshop
- Fremont Insurance- Dinner Sponsor/Preferred Vendor
- Frictionless- Speaker, Vendor Table, Vendor Workshop, Snack Sponsor/Preferred Vendor
- GraceSoft- Vendor Table
- Inside Out Solutions- Speaker, Vendor Table, Vendor Workshop, Coffee/Tea Sponsor
- Interim Innkeepers Network- Vendor Table
- Küster Design - Vendor Table
- Lady Americana Mattress- Vendor Table, Preferred Vendor, Mattress Donation
- Maia Internet Consulting- Conference Sponsor
- Mandy Murry & Associates- Speaker, Vendor Table, Vendor Workshop, Coffee/Tea Sponsor, Preferred Vendor
- ResNexus- Speaker, Vendor Table, Vendor Workshop, Preferred Vendor
- Sitronu Bath Products- Vendor Gift
- TakeUp- Speaker, Vendor Workshop, Vendor Table
- The Aroma Labs – 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
- Two Twisted Trees Photography – Vendor Table
- Turkish Towels – Vendor Gift
- Wicked Wax and Wick Candles – Vendor Table

A VERY SPECIAL THANK YOU For Sponsoring

InnSpire 2023



LADY AMERICANA
MIDWEST

Frictionless[®]
Guest App

Mandy
MURRY

