



**Welcome to the Bed & Breakfast Association of Kentucky**  
**17th Annual Conference**  
**“A New BegINNING”**  
**January 6, 7, & 8, 2008**  
**Barren River Lake State Resort Park, KY**  
**Schedule of Events**

Sunday – Jan. 6	Event	Location
12:00 pm	<b>Executive Board Meeting: Executive Officers, Regional Reps, and Committee Chairpersons</b>	Lodge: Thistle Room
12:00-1:30pm	<b>Aspiring Innkeepers Workshop</b>	To Be Announced
1:00-4:00 pm	<b>Conference Registration</b>	Highland Room Entrance
4:00pm	<b>Trade Show Set Up</b>	Highland Room
1:30 2:00-3:00pm 4:00-5:30pm	<b>Board Vans at Lodge for: Tour South Central Kentucky Cultural Center Visit Hall Place B&amp;B for appetizers and dessert</b>	Glasgow, KY Glasgow, KY
5:30pm	<b>Board Vans to Return to Lodge</b>	
7:00-9:00 pm	<b>Welcome Event</b> – Fellowship, Fund Raising Event & Meet the Vendors	Highland Room

Monday – Jan. 7	Event	Location
6:30 am-8:00 am	<b>Breakfast on your own</b>	Lodge
8:00-8:15 am	<b>Welcome – Herb Warren, BBAK President</b>	Highland Room
8:15- 9:30am	<b>Keynote Speaker – Sandy Soule, Bed and Breakfast.com: Marketing for Masters</b>	Highland Room
9:30-10:30am	<b>Beverage Break with Vendors</b>	

10:30-11:30pm	<p><b><u>Break Out Sessions:</u></b></p> <p><b>Session I. Non Room Revenue, David Scyoc of DNJ Specialties</b></p> <p><b>Session II. Insurance for Inns, “Protecting Your Guests and Your Business”, Doug Gordon</b></p> <p><b>Session III. Development: The Psychology of Your Web Site, Gary Rawlings</b></p> <p><b>Session IV. Build Your Brand, Tracking Your Marketing Efforts, Julie McEwen</b></p> <p><b>Session V. Reviews: Consumers Generate Content (CGC), influences over \$10 billion a year in online travel. Use it (or lose it), to increase occupancy, referrals, repeats, and create happier guests-Sandy Soule</b></p>	Lodge Break Out Rooms
11:30 am-1:00pm	<b>Lunch on your own &amp; Visit Vendors</b>	
1:00 -2:30pm	<b>General Membership Meeting</b>	Highland Room
2:30-3:30pm	<p><b><u>Break Out Sessions:</u></b></p> <p><b>Repeat of Morning Sessions</b></p>	Same Rooms
3:30-5:00pm	<b>Time to visit Trade Show and Round Table Presentations</b>	
	<b>Exhibit Teardown – THANK YOU Exhibitors!</b>	
5:00-6:30pm	<b>Dinner on your own</b>	
7:00-9:00pm	<b><u>Meet &amp; Greet</u></b> –Spend time with fellow Innkeepers, Learn from The Best.	Hospitality Cabin

<b>Tuesday – Jan. 8</b>	<b>Event</b>	<b>Location</b>
9:30-11:00pm	<b>Tourism Presentation: How to Handle Major Events-Getting Ready for KY’s Big Events</b>	Tartan Room

*Be prepared for a New BegINning!*