

# TABLETALK

Bulletins for BC Innkeepers



## In This Issue

[Register NOW - Please !](#)

[Guild Member - Ian MacPhee Comments on a Past Conference](#)

[Invitation to Join us at the Northwest Innkeeping Conference & Tradeshow](#)

[and a few words from your Past President](#)

## Registration Is Now Open



Registration for the Northwest Innkeeping Conference & Trade Show is [NOW OPEN](#)  
Hosted by the Professional

## Please Register **TODAY** for the upcoming Northwest Innkeeping Conference & Tradeshow in Portland, Oregon!!

An invitation to Join Us @



Join us in Southeast Portland, Oregon for the [2011 Northwest Innkeeping Conference & Tradeshow](#) hosted by the Professional Association of Innkeepers International.

Running April 4th through 6th - this conference will bring together the key leaders and experts to share their wisdom on

Association of Innkeepers International (PAII), this first ever event for the Pacific Northwest is a slightly smaller version of the industry standard Innkeeping Conference and we encourage all members to attend.

## Guild Member Ian MacPhee



of Abbeymoore Manor in Victoria recently attended the 2011 Innkeeping Conference in Charleston, SC. Ian reports that "the last two PAII conferences I have attended have been truly eye opening. They are completely professional. I have learned a lot about marketing (my main interest) and I have made a lot of great contacts and new friends. Each year I leave feeling slightly overwhelmed but invigorated. I definitely feel I get my money's worth. I would

the issues that impact you the most.

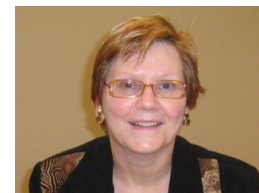
### Program topics include:

- Social Media: Blogging, Facebook, HootSuite, etc.
- Website Redesign
- Money Making Ideas
- Cutting Edge & Traditional Media & Marketing
- Risk Management & Contingency Plans
- Local Sourcing
- Wine & Cheese Pairing
- Presentation & Garnishing
- Surviving the Off-Season
- More information will be posted on the website as the schedule of events is confirmed

*The 2011 Northwest Innkeeping Conference and Trade Show is hosted by the Professional Association of Innkeepers International, in cooperation with the Washington Bed and Breakfast Guild, Oregon Bed and Breakfast Guild, the Montana Bed and Breakfast Association, the Idaho Bed and Breakfast Association and the British Columbia Bed and Breakfast Innkeepers Guild.*



..and a few words from  
your Past President about this  
amazing upcoming  
conference!



Sounds exciting! At our own 2009 Conference in Nanaimo, PAII CEO Jay Karen was our keynote speaker and he was great! PAII is also leading the way with the Better Way to Stay campaign we've told you about previously, a grassroots campaign to educate travelers on the unique offerings of Bed & Breakfasts

recommend attending these conferences for any professional innkeeper regardless of your inn's size."



To kick off the registration PAII is holding a February sale on the full conference price. Register during the month of February and get the lowest rate for this event, only \$179 US per person. It looks like after February the rate will go up to \$229 US per person, so early registration is definitely the thing to do!

**Non-PAII members can register for the same amount as PAII members by entering the promo code: NWMEMBER**

Find out more information about lodging and educational sessions and [REGISTER IN FEBRUARY](#). If any member is interested in carpooling or sharing hotel accommodation, [let me know](#) and I will put people in touch with each other. I'll be in Portland and I hope to see you there too!

Ingrid Vermegen

---

**Sincerely,**

*British Columbia B&B Innkeepers Guild*

February 6, 2011

