

**Oregon Bed and Breakfast Guild  
Regional Innkeepers Conference April 2008  
Hood River**

**Monday 14 April**

Aspiring Innkeepers Session

10 - 12 pm Session

Lunch 12 - 1 Panel for Questions and Answers Session

1:00 – 3:00 pm Session

Vendor Setup 12 - 4 pm

OBBG Board Meeting 3 - 4 pm @ Best Western Conference Hotel

Registration 4 - 8 pm

Vendor Exhibits 4 – 9 pm

Wine & Brews Bar 5 - 8 pm

Dinner Buffet 6 - 7:30 pm

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**Tuesday 15 April**

7 - 9:15 am Registration

**7:00 - 7:30 Yoga Stretch**

7:30 - 9:15 am

Breakfast Buffet OBBG Annual Meeting & Welcome

9:30 am – 10:30 am Workshop Sessions

**Culinary Tourism: The Hidden Harvest**

Erik Wolf - Culinary Tourism International

**Sustainable Innkeeping - the Nuts & Raisins of  
"Greening" Your Operations (Will Repeat @ 3:00)**

Pepper McColgan - OBBG Green Inspection Program

**Online Booking 101:**

**Everything You Did Not Know to Ask (Will Repeat @ 3:00)**

Willie Louthen-Brown: Webervations

**Tracking Your Dollars: Financial Mgmt**

Cindy Hunter & Paul Romans

11:00 am - 12:00 pm Workshops

**Internet Marketing Overview**

Sandy Soule of BedandBreakfast.com

**Legal Essentials: Major Risk Management Issues**

Bradley Timmons

**Tourism Marketing: The Essential Workshop**

Sandy Ward - Marketing Dir: Boeing Future of Flight

**How to Get Occupancy Rates Where You Want Them**

Pamela Lanier

12:00 - 12:30 pm Luncheon

12:30 Keynote Speakers

Maximizing Your Marketing: Industry Trends & More

**Keynote** Holly Macfee-Travel Oregon

The New World of Clean Tech & Sustainable Business

**Keynote** Clint Wilder-author *Clean Tech Revolution*

1:30 – 3:00 pm Trade Show

3:00 – 4:00 pm Workshops

**Buying & Selling an Inn: Aspiring or Retiring**

Vicki Pflaumer - Realtor & Retired Innkeeper

Charlie Tomlinson-White Oak Partnership

**Sustainable Innkeeping - the Nuts & Raisins of  
"Greening" Your Operations (REPEAT of 9:30)**

Pepper McColgan - OBBG Green Inspection Program

**Websites that Work**

Sandy Soule - BedandBreakfast.com

**Online Booking 101:**

**Everything You Did Not Know to Ask (REPEAT of 9:30)**

Willie Louthen-Brown: Webervations

4:45 pm Load Vans to Commence Valley Tour

5:30 - 8:30 pm Pheasant Valley Winery Event

5:30 pm Wine Tasting

6:30 pm Dinner

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**Wednesday 16 April**

7:00 am Morning Beverage

7:00 - 7:30 Yoga Stretch

7:45 – 8:45 am Breakfast Buffet

9:00 am Keynote

**Marketplace Advantage for Sustainable Practices in Travel Lodging**  
Brian Mullis - Co-founder, Sustainable Tourism International

9:45 – 10:45 am Workshops

**Online Booking 201: Using Advanced Tools and Services**  
Willie Louthen-Brown: Webervations

**"Just Breathe...." Yoga Workshop**  
Stephanie Adams of Flow Yoga

**Structuring an Insurance Policy to Fit Your Needs**  
Scott Campbell - Insurance Services Group

**Is Your Garden Green? Sustainable Gardening Practices**  
Marion McNew - Mount Hood Gardens

11:00 – 1:00 Trade Show

12:00 – 1:00 Buffet Lunch

1:00 – 2:00 pm Workshops

**Social Media:  
Online Reviews and the Online Savvy Guest Market**  
Wm Leler of ZAT  
Charlie Tomlinson  
John Hope Johnstone - Corvallis Tourism

**Oregon Energy Trust Lodging Program**  
Lyn Schmidt - Oregon Energy Trust, Inc.

**Northwest Recognition in the International Marketplace**  
Teresa O'Neill, Travel Oregon

**Need a Break? How to Hire an Innsitter**  
KC Worrall: KC's Management Service

2:30 - 4:00 pm Round Table Discussions

Possible Formats  
**Social Media & Internet Marketing**  
**Green Business Practices**  
**OBBG Brainstorming**  
**Emergency Response Strategies**  
**Innkeeper Dilemmas – Your Questions Addressed**

**Evening Meals with our Chefs      Vans leave at 5:30**  
  
**6:00 pm Winemakers Dinner - Chef Robert Reynolds**  
**Sakura Ridge B&B**  
  
**6:00 pm Brewmaster's Dinner – Chef Ron Penrose**  
**Full Sail Brewery**

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**Thursday 17 April**

8:30 Send Off Breakfast

9:30 - 2:00 pm

Internet Intensive Workshop - Sandy Soule of BedandBreakfast.com  
Lunch Included

10:00a – 2:00p

Blossom Tour by Bus of the Hood River Valley

10am to 2pm

Self Guided B&B tour

10:00am – Noon

Food Demonstration and Brunch - Chef Designate/ R. Reynolds  
at Sakura Ridge B&B  
Fresh and Local using Sustainably Produced Foods  
of the Region

We hope you are looking forward to enjoying the splendors of the conference location and some of the pleasure activities available while visiting the Hood River Valley and the Pacific Northwest. Here are some links to local and regional attractions:

Hood River Chamber of Commerce  
Columbia Gorge Winegrowers Association  
Portland Visitor's Association  
Mt Hood Railroad Excursion Train  
Columbia Gorge Sternwheeler  
Zoller's White Water Rafting  
Timberline Lodge

[www.hrcc.org](http://www.hrcc.org)  
[www.columbiagorgewine.com](http://www.columbiagorgewine.com)  
[www.travelportland.com](http://www.travelportland.com)  
[www.mthoodrr.com](http://www.mthoodrr.com)  
[www.sternwheeler.com](http://www.sternwheeler.com)  
[www.zooraft.com](http://www.zooraft.com)  
[www.timberlinelodge.com](http://www.timberlinelodge.com)