



seek the unique

WisconsinBandB.com

***Midwest  
Independent Lodging  
Conference  
& Trade Show***

***November 1-3, 2022  
Chestnut Mountain Resort  
Galena, IL***

*Aspiring Innkeeper Seminar - October 31, 2022*

The Wisconsin Bed & Breakfast Association welcomes innkeepers throughout the Midwest, aspiring innkeepers, & vendor partners.

**2022 Conference Program**





**Tuesday, November 1st, 2022**

***The WBBA Thanks Our Sponsors:***

***ResNexus, ThinkReservations, Acorn Marketing,  
Q4Launch, Resolute Accounting***

***And All Our Vendor Partners For Their Continued Support!  
Visit our Vendors***

***The WBBA also thanks Acorn Marketing for providing conference notebooks for attendees!***

**10:00-5:00 Vendor Set Up/Registration - Hotel Lobby Area - Main Level**

**11:00-2:00 Bed & Breakfast Inns of Galena - B&B Tours** - What does every B&B owner love to do? Tour other B&B's of course! Not only do you get to see beautiful and varied architecture and interior design, but you always pick up a new idea or two to take back to your own inn.

Did you know that Galena claims status as "The B&B Capital of the Midwest"? Seven (7) members of the esteemed Bed & Breakfast Inns of Galena will open their homes for tour - join us! Touring these members of the Bed & Breakfast Inns of Galena offers a great opportunity to complement the conference with more networking, learning, sharing and fun. You don't want to miss it!

Jail Hill Inn - 319 Meeker St  
Cloran Mansion Bed & Breakfast - 1237 Franklin Street  
Farmers' Guest House - 334 Spring Street  
Goldmoor Inn - 9001 W. Sand Hill Rd  
Hawk Valley Retreat & Cottages - 2752 W. Cording Rd  
Lamberson Guest House - 113 S. Prospect St  
The Steamboat House - 605 S. Prospect St

***\*B&B Tours are on your own!\****

**3:00-4:00 Introduce the Innkeepers and Vendors** - Networking Exercise - **Mississippi Vista Reception Room - Lower Level**

**4:00-6:00 Innkeeper-to-Innkeeper Sharing Sessions** - Hosted/Moderated - **Mississippi Vista Reception Room - Lower Level**

**6:00 Dinner** - On Own or With Friends

**6:00-7:00 WBBA Board of Directors Meeting** - **Riverside Meeting Room - 2nd Floor**

***As you shop our vendors, remember to drop your business card  
for a chance to win the giveaway items!***

*Drawings will be held on Thursday, November 3rd!*

*Prizes will be given away concluding the Vendor Giveaways at 2:00 pm on Thursday.  
Must be present to win.*



## Wednesday, November 2nd, 2022

- 7:00-8:00 Breakfast** - Guests of Chestnut Mountain Resort enjoy a complimentary breakfast. Galena B&B guests enjoy the homemade breakfasts of the inn.
- 8:15-8:40 Welcome & Introductions - Mississippi Vista Reception Room - Lower Level**
- 8:45-9:30 General Session Speaker - "5 Simple Tools to Enhance Your Business" - Brad Keetch, Training Manager, & Michael Denton, Red Carpet Professional at ResNexus** - The hospitality industry is going through a fast-paced fusion between technology and meaningful personal interactions. In this presentation we will go over 5 simple things to enhance your business and provide meaningful interactions throughout the traveler's journey. Some of these enhancements include connecting sooner through Google's free booking link, guest engagement tools, and protecting your business from last minute cancellations due to illness. - **Mississippi Vista Reception Room - Lower Level**
- 9:30-9:45 Break**
- 9:45-10:30 General Session Speaker - "Elevating the Simple ~ Bringing Memorable Breakfasts (including Breakfast Charcuterie Boards!) to the Guest Experience" - Susan Steffan, The Breakfast Diva** - Join the Breakfast Diva as she takes her experience and skills to show us innovations in breakfast excellence, by elevating the simple, and delighting our guests. As a Food Network Holiday Baking Championship Contestant, as featured on Family Dinner with Andrew Zimmern on the Magnolia Network and as a past B&B owner/innkeeper, Susan brings her life-long passion and enthusiastic teaching style to the table as she shares with you tips on efficient prepping, baking in advance, plating eye-catching food including artfully arranged and delicious breakfast charcuterie boards ~ a fun, time-saving option which is all the rage! - **Mississippi Vista Reception Room - Lower Level**
- 10:30-10:45 Break**
- 10:45-11:30 Concurrent Breakout Sessions:**
- 1. "How B&B Owners Can Simplify Their Accounting Process and Improve Financial Accuracy" - Gabriel Goorsky, CPA and Founder of Resolute Accounting** - Join Gabriel as he shares his goal to help independent lodging owners transform their properties into primary income sources and lower their tax liability through retirement and succession planning. Gabriel is a Certified Public Accountant with a focus on family-run operations and real estate holdings. He implements strategies for his clients that allow them to set retirement dates in stone without having to rely on the sale of their business to fund it. - **Courtside Meeting Room - 2nd Floor**
  - 2. "For the Love of Coffee" - Earl Thompson, Roaster & Owners of Galena Roasters** - Innkeepers serve coffee every day and many of us are coffee enthusiasts ourselves. We also want to bring an exceptional coffee experience to our guests, complementing our memorable breakfasts. You won't want to miss Earl of Galena Roasters, innovator in the coffee world, as he takes us behind new blends, roasts and styles of coffee. Learn about the process of getting amazing, complex and diverse flavors from a good coffee, coffee jargon that every coffee lover should know, and maybe even enjoy some sampling of awesome java, made with experience and joy! - **Riverside Meeting Room - 2nd Floor**

***The WBBA Thanks Our Refreshment Break Sponsors:  
Association of Lodging Professionals (ALP) & The B&B Team***



## **Wednesday, November 2nd, 2022 (continued)**

**11:30-1:30 Trade Show/Lunch - Mississippi Vista Reception Room - Lower Level - Lunch will be served at 12:15 pm**

### ***The WBBA Thanks Our Lunch Sponsor: ResNexus***

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Must be present to win.*

**1:30-3:00 General Session - "Associations ~ Past, Present, Future"** - Take a look back at why Associations were first formed, why they were imperative, and the benefits members derived. Where are we today in our cooperative spirit fulfilling common purposes? Finally, what does the future of Associations look like as we work to support and help one another in reaching professional goals. Changing with the times, growing our network, and creating marketing opportunities for members to increase heads-on-beds is the exciting part of Associations remaining relevant, sustainable and an important piece of members overall success! - **Mississippi Vista Reception Room - Lower Level**

**3:00-3:15 Break**

**3:15-5:00 WBBA Annual Meeting - Riverside Meeting Room - 2nd Floor (WBBA Members Only) - Trade Show for all others**

**5:00-6:00 Trade Show/Reception - Mississippi Vista Reception Room - Lower Level**

**6:15 Dinner Event - Mississippi Vista Reception Room - Lower Level**

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Must be present to win.*

### ***The WBBA Thanks Our Refreshment Break Sponsors: Association of Lodging Professionals (ALP) & The B&B Team***



## Thursday, November 3rd, 2022

- 7:00-8:45 Breakfast** - Guests of Chestnut Mountain Resort enjoy a complimentary breakfast. Galena B&B guests enjoy the homemade breakfasts of the inn.
- 9:00-9:15 Welcome Back - Mississippi Vista Reception Room - Lower Level**
- 9:15-10:00 General Session Speaker - “Exploring and Improving the Guest Journey” - Richard Aday, Founder, CEO & Principal Engineer at ThinkReservations** - The guest journey is a driving force of your business - it drives increased revenue, reduced operations, and higher customer satisfaction. Let’s explore every step of the guest journey and discuss the most effective solutions in providing a high-quality experience. Join Richard as he walks you through various technical tools and solutions that can transform the way your guest experiences your business. - **Mississippi Vista Reception Room - Lower Level**
- 10:00-10:15 Break**
- 10:15-11:00 Concurrent Breakout Sessions:**
- 1. “Staying Relevant After the COVID Travel Boom Is Over” - Kyle Collins & Brittani Durgin of Q4 Launch** - Have you ever thought about how to keep your business relevant after the travel boom subsides? Join our team to discuss creating a comprehensive digital marketing strategy, optimizing your current online presence, leveraging your Customer Relationship Management (CRM), and retaining guests long-term. - **Courtside Meeting Room - 2nd Floor**
  - 2. “Successful Social Media Strategies for Innkeepers” - Carolyn Zick of Bad Axe Enterprises - Digital Media Solutions** - In this session you will learn best practices for using social media to showcase your space and increase your bookings. We will cover starting a marketing strategy, creating content, and sharing it in a way that resonates with your future guests. This is a no experience required session. Join Carolyn and come ready to learn and grow your brand's online presence! - **Riverside Meeting Room - 2nd Floor**
- 11:00-11:15 Break**
- 11:15-12:00 Concurrent Breakout Sessions:**
- 1. “Google Travel vs. Google Search - Do You Know Where Your Guests Are Finding You?” - Mark Hall, Research and Development Team Manager at Acorn Marketing** - Google Travel is dominating our industry, but so many innkeepers don't even realize there is a difference between Search and Travel. Search is where you find doctors, plumbers, and lawyers, but only the beginning of a guest finding your inn. Travel is delivering more than 50% of your Google traffic, and are you maximizing for it, or are you still stuck in the old SEO world of marketing? We invite you to join this enlightening session. Come learn the difference between Search and Travel and what it means to your bottom line. - **Courtside Meeting Room - 2nd Floor**
  - 2. “How To Get Your Blog To Bring In \$25,000 In Bookings” - Jeff Logan, Chief Marketing Officer at Logan Marketing** - We will show you our “tricks of the trade” on how we have helped clients bring in over \$25,000 in bookings in one year from blogging. You will learn keyword research, content optimization and the five blog posts you should do every year. We will show many examples and clients of ours you can check out. - **Riverside Meeting Room - 2nd Floor**



**Thursday, November 3rd, 2022 (continued)**

**12:15-1:30 Vendor Mart / Vendor Introductions / Lunch - Mississippi Vista Reception Room - Lower Level - Lunch will be served at 1:00 pm**

***The WBBA Thanks Our Lunch Sponsor:  
ThinkReservations***

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**1:30-2:00 Vendor Giveaways - Mississippi Vista Reception Room - Lower Level**

**2:15-3:00 Innkeeper-to-Innkeeper Best Demonstrated Practices - Hosted/Moderated - Mississippi Vista Reception Room - Lower Level**

**3:00 Closing Remarks**

**The WBBA Once Again Thanks Our Sponsors:**

***ResNexus & ThinkReservations (+ Lunch Sponsors)  
Acorn Marketing (+ Conference Notebooks)  
Q4Launch  
Resolute Accounting***

**And Refreshment Break Sponsors:**

***Association of Lodging Professionals (ALP)  
The B&B Team***

***And All Our Vendor Partners For Their Continued Support!***



***The Wisconsin Bed & Breakfast Association Would Like To Thank Our Sponsors For Their Support And Contribution To Our Conference And Innkeeper Trade Show!***

**Acorn Marketing**  
**Mark Hall - Research and Development**  
**Team Manager**  
PO Box 1602  
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markhall@acorn-is.com  
<https://acorn-is.com/>



Acorn Marketing specializes in Bed and Breakfast website design, inn, and boutique hotel digital marketing. We also offer expert education, consulting, and new and aspiring owner services. We encourage you to see what our clients are saying!

Few presenters can say they've been in your shoes, but Mark Hall can! Mark's roots are in hospitality, which allows him to understand and meet your guests' needs in every aspect of their online experience with your inn. His technical skills bring your online presence to new levels! Along with the entire Acorn Team, Mark's passion is all about the success of your business!

***The WBBA thanks Acorn Marketing for providing conference notebooks.***

**Q4Launch**  
**Kyle Collins**  
**Brittani Durgin**  
1007 Johnnie Dodds Blvd, Suite 101  
Mt. Pleasant, SC 29464  
843-800-0833  
Kyle.Collins@q4launch.com  
Brittani.Durgin@q4Launch.com  
<https://q4launch.com/>



Q4Launch is a trusted digital marketing partner with more than 14 years of experience in the hospitality industry. We are a data and revenue-driven company with a proven marketing strategy that has yielded a 95% success rate for our clients. We are focused on building long-term solutions that maximize market visibility and short-term execution of driving a significant increase to direct bookings.

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**ResNexus**  
**Brad Keetch - Training Manager**  
**Michael Denton - Red Carpet Professional**  
185 East 200 North  
Salem, UT 84653  
801-788-4613  
support@resnexus.com  
www.resnexus.com



ResNexus is an all-in-one property management software for any business operating a reservation system. With unmatched support and industry innovation, ResNexus captures more reservations and gives you extra freedom to run your business effectively.

***The WBBA thanks ResNexus for sponsoring a lunch.***

**Resolute Accounting**  
**Gabriel Goorsky - CPA**  
961 Grand Avenue, 3rd Floor  
Saint Paul, MN 55116  
651-964-5161  
gabriel@resoluteaccounting.com  
<https://resoluteaccounting.com/>



Gabriel Goorsky, CPA is the founder of Resolute Accounting. His goal is to help independent lodging owners transform their properties into primary income sources and lower their tax liability through retirement and succession planning. Gabriel is a Certified Public Accountant with a focus on family-run operations and real estate holdings. He implements strategies for his clients that allow them to set retirement dates in stone without having to rely on the sale of their business to fund it.

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**ThinkReservations**

**Richard Aday - Founder, CEO & Principal  
Engineer**

**1700 7th Ave Ste 116 #173**

**Seattle, WA 98101**

**877-736-4195 ext. 703**

**richard.aday@thinkreservations.com**

**www.thinkreservations.com**



ThinkReservations provides a fast, professional, and comprehensive property management system for your independent lodging business. Integrated payment processing, outstanding customer support, and direct integrations with a wide range of respected partners make growing your business easy. As a team of industry professionals with real-world lodging experience, we understand your day-to-day operations and speak your language.

Richard Aday is the CEO and Principal Engineer at ThinkReservations, a leading hospitality platform in the US that helps businesses increase revenue and save time. As an Electrical and Computer Engineer from companies like Amazon.com, Microsoft and IBM, Richard now has over 10 years of experience in the lodging industry as CEO of ThinkReservations. Richard is a power house resource for the industry. He has worked personally with thousands of lodging businesses which give him the ability to understand the needs of the industry and the solutions that will take us to the next level.

***The WBBA thanks ThinkReservations for sponsoring a lunch.***

*We're are also pleased to welcome these businesses with the products and services to manage your inn and delight your guests to the 2022 Innkeeper Trade Show. The WBBA thanks all our vendor partners for their support and contribution!*

**Association of Lodging Professionals (ALP)**  
Erik Spence - Conference and Event  
Planner  
573-470-3492  
conference@alplodging.org  
<http://www.alplodging.org/>



**Association  
of Lodging  
Professionals**

It is important to you to operate a successful business whether you are an innkeeper, independent lodging owner, a unique lodging property, a hospitality professional, an aspiring hospitality professional, or an allied partner that supports our industry with your products and services. Operating a unique lodging property requires a variety of skills and access to resources. Marketing, management, staffing, finance, technology, legal issues, cooking, decorating, cleaning, safety, customer service, keeping up with guest trends, and advocating for your industry - the list is practically endless.

*The WBBA thanks ALP for sponsoring a refreshment break.*

**Bad Axe Enterprises - Digital Media Solutions**  
Carolyn Zick  
Galena, IL  
608-769-8645  
carolyn@badaxeenterprises.com  
[www.badaxeenterprises.com](http://www.badaxeenterprises.com)



Bad Axe Enterprises specializes in helping small businesses and community groups get online and get social with their ideal clients. Bad Axe offers 1-on-1 social media training sessions on your schedule. Harness the power of social media to take your brand to the next level! Get your questions answered and form an actionable plan for Instagram, Facebook, Pinterest, TikTok, and more. Are you ready to master your online presence like a Bad Axe? Carolyn Zick is a social marketing expert and owner of Bad Axe Enterprises. Carolyn has over seven years of experience building successful digital marketing strategies for business owners across the country. She believes that you can be intentional and impactful with your online marketing while respecting your mental health.

**Breakfast Diva**  
**Susan Steffan**  
Galena, IL  
815-281-2743  
breakfastdiva@gmail.com  
www.breakfastdiva.com



As the owner of a small lodging property you understand that breakfast really is the most important meal of the day. Maybe you currently own or are about to own a bed and breakfast, inn or boutique hotel and know that your breakfast service is not what it could be. Maybe you don't know where to begin. Breakfast Diva, Susan Steffan, has the experience, skills and talent to equip aspiring and current innkeepers, managers and staff with the knowledge to take breakfast to the level of excellence your guests expect.

**Chicago Mattress Company**  
**Phil Silverberg - Sales & Marketing**  
600 N. Kilbourn Ave  
Chicago, IL 60624  
847-345-7400  
phil@chimatco.com  
www.chicagomattresscompany.com



Since 1996, Chicago Mattress Company has been building comfortable, high-quality mattresses using upcycled components. We are recognized as North America's premier mattress upcycler, providing the most cost-effective, environmentally sustainable choice for the hospitality & retail markets. We use state-of-the-art health, safety, and environmental practices to produce durable, high-value mattresses, priced well below traditional brands. Chicago Mattress Co.-Sustainable. Affordable. Comfortable.

**Frictionless Guest App**  
**Diann Turner - Client Success Manager**  
103 Meade Drive  
Annapolis, MD 21403  
410-703-7710  
dturner@frictionlessguest.com  
<https://frictionlessguest.com/>



The Frictionless Guest app is a digital concierge that helps guests live like locals! It allows property owners to provide their guests with authentic information on "unique" local places to eat, play and shop and then some. The app saves time, reduces repeat questions, ensures guests have a phenomenal visit off property and even guarantees that staff members provide excellent recommendations to guests. The ease and convenience of the app creates fantastic memories that equate to return visits!

**Galena Roasters**  
**Earl Thompson - Roaster & Owner**  
206 N. Main St.  
Galena, IL 61036  
815-541-0941  
earl@galenaroasters.com  
www.galenaroasters.com



Galena Roasters is a Specialty Coffee roasting company in Galena, IL. Earl Thompson, roaster and owner, thoroughly enjoys the multiple steps of finding and choosing amazing green coffees then showcasing their delicious aromas and flavors by developing the best roast profile for each coffee. Earl finds coffee roasting to be the ultimate combination of science and craft. "By tasting each coffee multiple times throughout the process we can track and understand how altering the roast profile modulates the different flavors available in the coffee." Having a unique coffee of incredible quality adds immensely to the experience of B and B guests. Galena Roasters offers variety of packaging options from 5 lb. bulk whole bean to single pot packs to small quantity in-room options. Custom labeling is available as well. Earl is happy to develop a coffee program that fits the needs of your business.

**Get Heads In Beds**  
**Randall Bangs - Founder & Managing Partner**  
521 Grant Street  
Wausau, WI 54403  
262-639-5500  
stay@stewartinn.com  
www.GetHeadsInBeds.com



Get Heads in Beds is a BnB marketing consulting firm that drives profitable growth. We work on a pay for performance basis so we only make money when our clients make money. Our focus is on pricing, OTA optimization, business analytics, branding, online marketing and operational excellence. We started out working with BnB's in Wisconsin but have expanded nationally. We have increased most of our clients revenue in excess of 50% but we have grown several in excess of \$400,000 annually.

**Gifford Video**  
**Tom Gifford - Owner/Operator**  
11328 N. Bobolink Ln.  
Mequon, WI 53092  
262-957-4351  
giffordvideopro@gmail.com  
<https://www.giffordvideo.com/>



**GOT VIDEO?** Marketing videos for your website, social media, in-house loops, email blasts, etc. Promote amenities, special offers, seasonal highlights, area attractions, special interests. All inns and videos are different...work closely with award-winning videographer, Tom Gifford, to produce a custom video to showcase everything your inn offers. Combine video from drones, interviews, testimonials, steady cam, into a captivating presentation to keep your guests coming back. **GET VIDEO!**

**Interim Innkeepers Network**  
**Sue Kalis - Treasurer**  
**Ramona Sonnenburg**  
4672 Palmer Pointe Rd.  
Minnetrista, MN 55331  
269-720-9448  
suellen222@aol.com  
<https://www.interiminnkeepers.net/>



Life Balance-a difficult thing for Innkeepers to attain. Let us assist in attaining that goal. Interim Innkeepers-we step in when owners need a break from their Inn. Experienced. Responsible. Professional.

**Logan Marketing**  
**Jeff Logan - Chief Marketing Officer**  
**Emily Wachsman - Chief Executive Officer**  
9509 North Town Drive  
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360-808-7452  
accounting@loganmarketing.com  
[www.loganmarketing.com](http://www.loganmarketing.com)



Logan Marketing has over 30 years of experience designing websites and building a successful online presence for the hospitality industry. We are experts in internet marketing, implementing a broad range of products to help you achieve success.

**Midwest Association of Independent Inns**  
**Kerri Thiel**  
644 Hillcrest Drive, Suite #7  
Waupaca, WI 54981  
715-942-8180  
kerri@wbba.org



Stop by the Midwest Association of Independent Inns exhibitor table to learn more about the concept of this exciting new Association, give feedback and ask questions. The strength of any association is its members.

**Select Registry**  
**Darlene Blankenship - Director of Membership**  
18 Ruffed Grouse Lane  
Waynesville, NC 28786  
828-360-0313  
darlene@selectregistry.com  
<https://selectregistry.com/>



Select Registry has been trusted by travelers and serving innkeepers for over 50 years. Membership serves as a seal of approval in the independent lodging industry. It tells travelers that your property is part of a curated collection of exceptional and unique inns, offering authentic experiences, local connections, and people who are genuinely honored to take great care of them. Benefits include marketing, commission free direct bookings, a guest loyalty program, networking & more.

**Urbal Tea**  
**Nick Nowaczyk - Founder**  
**Lisa Nowaczyk - Ambassador**  
3060 S. 13th Street  
Milwaukee, WI 53215  
414-231-3970  
urbalhealth@gmail.com  
<https://www.urbalteaco.com/>



Dried herbals, tea and coffee company. We create small batches of medicinal herbal teas. Also, a purveyor of specialty teas and coffees.

**1Concier**  
**Carrie Parsons - Account Executive**  
10839 Cambria Ct  
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<https://www.1concier.com/>



Guest room linen and terry. Spa and Pool Linen and terry. Table Linen.

*We are also pleased to thank these businesses for being vendor contributors by sending products and information for the 2022 Innkeeper Trade Show!*

**The B&B Team**  
**Eben Viens**  
P.O. Box 1799  
Brattleboro, VT 05302  
802-257-2360  
eben@bbteam.com  
www.bbteam.com



We are The B&B Team®. If you want to purchase a bed and breakfast inn, learn about starting a bed and breakfast, or you are an innkeeper looking to sell your inn or grow your business, we want to talk to you about our inn broker & consulting services. We are a diverse group of experienced professionals, who also happen to be friends, with one mission: to help you reach your personal and financial goals in the Innkeeping industry. As licensed real estate brokers and Innkeeping consultants with offices in several states, The B&B Team® helps you achieve the success you deserve nationwide.

*The WBBA thanks The B&B Team for sponsoring a refreshment break.*

**Galena Country Tourism**  
**Justin Helle**  
101 Bouthillier St  
Galena, IL 61036  
815-776-9200  
jhelle@visitgalena.org  
<https://www.visitgalena.org/>



We thank Galena Country Tourism for their contribution of visitors bags for the Midwest Independent Lodging Conference and Trade Show guests attendees.

**Sítrónu Bath Products**  
PO Box 143  
Huntly, VA 22627  
202-320-1357  
sitronubathproducts@gmail.com  
<https://www.sitronu.com/>



We thank Sítrónu Bath Products for their contribution of product gift boxes for the Midwest Independent Lodging Conference and Trade Show guests attendees.



## Wisconsin Bed & Breakfast Association Membership Offerings/Benefits

*Interested in becoming a new member of this dynamic Association?  
Inquire and contact Kerri Thiel, Executive Director, [kerri@wbba.org](mailto:kerri@wbba.org) or 715-942-8180*

### ADVOCACY

(the support for, backing of, promotion of, championing of)

#### Advocacy & Industry Relations

- \* Legislation affects your inn-your livelihood. Your WBBA works on regulatory and licensing issues, including education & legislative efforts for fair regulation & practices. Proactive work -we have your back.
- \* What you bring to membership is clout in the form of your voice. What membership gives back is an entire orchestra of voices that affects legislative and regulatory activity. We go to Madison and work collaboratively with organizations because you don't have time. Strong partnerships make a difference.

### MARKETING

#### Web

- \* Responsive Designed Website
  - \* Extensive Search Features / Links/Pictures/Mapping/Features/Consolidated Availability Calendar, Inns for Sale, etc.
- \* WBBA adds your inn to [www.travelswisconsin.com](http://www.travelswisconsin.com), the WI Dept. of Tourism site, with its "trip planner".
- \* Blog
- \* Google Ads

#### Social Media

- \* Facebook, YouTube, etc.

#### Marketing / Advertising Programs - On Air... Online... In Print... Onsite

- \* Opportunities with Cumulative Power
  - \* Discover Wisconsin Multimedia Campaign/other
  - \* Co-Op Advertising (e.g., Silent Sports, Wild Wings, Journeys Magazine)

#### Media/Publicity - PR... getting the B&B story - and your story - told

- \* Working with our professional PR consultant and writer places press releases with media contacts throughout the state and beyond
  - \* Travel writers asking—we give them WBBA member inns
  - \* Contacts of PR produce opportunities such as WI Moms Blog, Gilmore Girls Promotion
  - \* TV, radio, onsite, print stories (e.g., WBBA conference/Airbnb Panel-Green Bay P.R.)
- \* Radio Campaigns (WTMJ Radio)

#### Ezine Newsletter-8700+ Subscribers

- \* Newly designed, improved integration and use throughout social media channels

#### Print Marketing

- \* Directory
- \* Brochures, postcards, mailings



## Trade Shows

Exposure at trade shows (e.g., Milwaukee Sports Show, Warrens Cranberry Fest from our industry and vendor partners [WI Department of Tourism/Travel WI, Discover WI, etc.]

## EDUCATION

### Convention & Innkeeper Trade Show

### Annual Membership Meeting

### Quadrant Meetings

### Board-of-Directors' Meetings

### Networking

- \* Internal Facebook Group - exchange ideas and experiences
- \* Quadrant Meetings
- \* Conferences
- \* Volunteer Opportunities (e.g., committee member, board member, special projects)

### Newsletters & Updates-news you can use

### Aspiring Innkeeper (AI) Services

- \* AI binder/books for purchase
- \* AI seminars
- \* AI memberships
- \* Inns for Sale
- \* Support

## QUALITY STANDARDS PROGRAM

### Inspection Process

Assures you provide a unique, quality experience. Shows people that yours aren't just rooms in somebody's house.

## GIFT CERTIFICATE PROGRAM

Additional income opportunity ~ approximately \$40,000 sold a year

## GROUP PARTNERSHIP BENEFITS

- \* Discounts/Programs for products/services/other provided through partnerships in organizations and vendor partners
  - \* Discount tickets to Milwaukee Food Expo through partnership with WI Restaurant Association/Something Special from WI, Discounts ALP)
  - \* The "Red Chair Travels"
  - \* Conference discounts /specials

*Midwest Independent Lodging Conference & Trade Show  
November 1 - November 3 (Tuesday, Wednesday, & Thursday), 2022  
Chestnut Mountain Resort ~ Galena, IL*

**We THANK YOU for your support and commitment to the WBBA**



seek the unique

WisconsinBandB.com

**Mission Statement:**

To maximize the success of all members by marketing our unique brand of hospitality to travelers; promoting quality; being a leader in providing networking, educational, and business opportunities, and by being an advocate for members and the industry.