



# Midwest Association of Independent Inns Conference & Trade Show

## Preliminary Schedule Of Events – Updated 8/30/2023

(Subject to Change – more detail added as schedule is finalized)

### Monday, November 6, 2023

9:00 - 5:00	Riverside Meeting Room – 2 <sup>nd</sup> Floor	Aspiring Innkeeper Seminar
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### Tuesday, November 7, 2023

10:00 - 4:00	Hotel Lobby Area – Main Level	Attendee & Vendor Registration <i>Vendor Set-Up in the Mississippi Vista Reception Room – Lower Level</i>
10:00 - 3:30		<p><b><u>Explore Galena</u></b> Utilize Thoughtfully Crafted App: <a href="#">MWInns Conference App</a> <i>Courtesy of Our Vendor Sponsor, Frictionless Guest App</i></p> <hr/> <p>Optional Vendor Sponsored Workshops</p>
1:00 - 1:45	Mississippi Vista Reception Room – Lower Level	<p><b><u>1) "Tech Tools Used by Successful Innkeepers" – ResNexus</u></b> The hospitality industry is going through a fast-paced fusion between technology and meaningful personal interactions. In this presentation we will go over simple tools to enhance your business and provide meaningful interactions throughout the guest's journey.</p> <p><b><u>2) For Our Wisconsin Attendees - "Harnessing the Power of Tourism Marketing" – Travel Wisconsin</u></b> Would you like to learn more about how Travel Wisconsin is strategically marketing the state and the resources available to your business? Join Travel Wisconsin and learn more about our statewide marketing strategy, and the many resources we offer our partners to inspire visitors to discover the unexpected across the state. We'll highlight the current brand initiatives and provide resources to support your business and align with Travel Wisconsin.</p> <p><b><u>3) TBD</u></b></p>
2:00 - 2:45	Mississippi Vista Reception Room – Lower Level	<p><b><u>1) "Strategic Pricing: How to Maximize Occupancy and Profit" – ResNexus</u></b> Learn how to set the right price for your property using variable and dynamic pricing principles to account for occupancy, seasonality, and your competition. We will discuss multiple strategies available to strike a balance in both occupancy and profitability.</p>

2:00 – 2:45 (continued)	Mississippi Vista Reception Room – Lower Level (continued)	<p><b><u>2) “Chargeback Prevention” – Casablanca Payments</u></b></p> <p>Chargebacks are one of the costs of doing business, but you can minimize your risk by communicating well with guests and keeping good records. Chargebacks can be frustrating, especially when you feel they’re unwarranted, but because of the potential impact on your business, it’s important to know how to deal with them. For most inns, chargebacks are only an occasional annoyance, but a high chargeback rate can result in your business being classified as a high-risk merchant – resulting in higher processing costs – or even having your merchant account frozen or shut down. This workshop will explain, in plain English, steps you can take to minimize your chargeback risk.</p> <p>3) TBD</p>
3:00 – 3:45	Mississippi Vista Reception Room – Lower Level	<p><b><u>1) “Strengthen Your Business” - Ask the Expert, Q&amp;A – ResNexus</u></b></p> <p>Use this time to ask questions or seek clarification from the previous sessions or let us help you brainstorm specific solutions for your Inn's unique situations!</p> <p><b><u>2) “Controlling Payment Processing Costs” – Casablanca Payments</u></b></p> <p>Navigating the world of payment processing can be daunting even for the most experienced business owner. Deciphering a complex maze of fees becomes critical to ensure you’re not overspending on card transactions. This workshop will explain, in plain English, how the payment cycle works, what all the rates and fees are, and how to control them.</p> <p>3) TBD</p>
3:00 – 3:45	Riverside Meeting Room – 2 <sup>nd</sup> Floor	MWInns Board Only Meeting
4:00 – 5:00	Mississippi Vista Reception Room – Lower Level	Welcome & Introductions of Vendors/Attendees
5:00 – 6:00	Mississippi Vista Reception Room – Lower Level	Get-To-Know Informal Reception (Appetizers Provided, Cash Bar) – Preview Vendor Mart
6:00		Dinner – On your own/with friends – See Recommendations: <a href="#">MWInns Conference App</a>

## Wednesday, November 8, 2023

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	Mississippi Vista Reception Room – Lower Level	Welcome & Introductions
8:45 - 9:30	Mississippi Vista Reception Room – Lower Level	<p>General Session Speaker:</p> <p><b><u>"The Art of Influence: How to Elevate Your Content Marketing Strategy" – Mariah Haberman</u></b></p> <p>Join Mariah Haberman, a lifestyle + Midwest travel influencer and marketing strategist as she talks about why highly engaging content should be at the heart of your content marketing strategy. Tourism TV host turned marketing executive and content creator, Mariah Haberman shares her tips on how to do more with less when it comes to bandwidth and creativity. From collaborating with social media influencers to crafting scroll-stopping Instagram reels, learn how to level up your brand's content marketing game by mastering the art of influence.</p>
9:30 - 9:45		Break
9:45 - 10:30	<p>Courtside Meeting Room – 2<sup>nd</sup> Floor</p> <p>Riverside Meeting Room – 2<sup>nd</sup> Floor</p>	<p>Concurrent Breakout Sessions:</p> <p><b><u>1) "What To Serve the Gluten Free, Lacto-Vegan, Who Eats Bacon!?" - Breakfast Diva</u></b></p> <p>Take a deep dive into one of the most frustrating and confusing areas of food service - dietary restrictions. Whether they are a medical issue, dietary restriction or just a matter of choice, knowing your options and having solid answers can eliminate the hassles. Turn a food request into a high point in your guest services. The Breakfast Diva, Susan Steffan has the answers, (and recipes), to all your questions.</p> <p><b><u>2) TBD</u></b></p>
10:30 - 10:45		Break
10:45 - 11:30	Courtside Meeting Room – 2 <sup>nd</sup> Floor	<p>Concurrent Breakout Sessions:</p> <p><b><u>1) "Designing The Guest Experience That Will Keep Them Coming Back" - Küster Design</u></b></p> <p>Join Küster Design as we focus on transaction points that directly influence how your guests perceive your inn and the impressions they go home with. We all know that the stronger the positive impressions, the more likely the guest will return time and time again and tell their family and friends. Each attendee will be able to walk out of this session with knowledge they can incorporate immediately to enhance the guest experience of their inn, such as: identifying what makes your inn special, what you can or cannot change, designing for the eco-friendly guest, and more.</p>

	Riverside Meeting Room – 2 <sup>nd</sup> Floor	<p><b><u>2) "Creating Profitable Partnerships with Local Businesses" - Panel Discussion, Moderated by Frictionless Guest App</u></b></p> <p>Partnering with local businesses to enhance your guests' stay is a must in today's experience-based economy. Travelers want more than just a place to stay. They want to connect with a destination, and live like a local, through genuinely authentic experiences. Innkeepers, to gain repeat bookings, need to identify and develop mutually beneficial offerings with local businesses to provide guests with high-quality local experiences. Join Diann Turner, from Frictionless Guest App, as she moderates a panel discussion featuring Dorothy Harms, Valley Springs Farm B&amp;B, and Mary Ellen Hermann, The Muse Gallery Guesthouse, each sharing their unique collaborations within their communities.</p>
11:30 - 1:30	Mississippi Vista Reception Room – Lower Level	Trade Show/Lunch
1:30 - 2:30	Mississippi Vista Reception Room – Lower Level	<p>General Session Speaker:</p> <p><b><u>"Artificial Intelligence (AI) What Is It and Why It Matters", Vendor Sponsorship Panel TBD</u></b></p> <p>It is certainly making the headlines that Artificial intelligence or AI refers to the simulation of human intelligence in machines that are programmed to think and act like humans but how does it work, what does it mean for our industry and for your business.</p>
2:30 - 2:45		Break
2:45 - 3:30	Mississippi Vista Reception Room – Lower Level	<p>General Session Speaker:</p> <p><b><u>"Midwest Association of Independent Inns, A Midwest State of Mind" – Panel Discussion</u></b></p> <p>Join this panel discussion as we share an update on this cutting-edge new regional association, the forward- progress made, and the exciting plans for 2024 and why you should be a part of it! Some surprises (and prizes await) so you don't want to miss this vision into the future!</p>
3:30 - 5:00	Mississippi Vista Reception Room – Lower Level	Trade Show/Refreshments
5:15		<p>Dinner Options:</p> <p>1) On Your Own – See Recommendations: <a href="#">MWInns Conference App</a></p> <p>2) MWInns Dinner Package – Event - <b>\$40/person</b> (includes tax &amp; gratuity)</p> <p><b><u>"I'm Inn A Midwest State of Mind"</u></b></p> <ul style="list-style-type: none"> <li>• Transportation Shuttle To/From Chestnut Mountain Resort/The Galena Brewing Company</li> <li>• "Experience the Local Flavor" Buffet</li> <li>• Games &amp; Prizes</li> <li>• Optional Brewery Tours</li> <li>• Musical Entertainment <b>"Music with Steve"</b> and his selection of Americana / Folk, Classic Rock, Country / Bluegrass Music</li> </ul>

## Thursday, November 9, 2023

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.
8:00 - 9:30	Riverside Meeting Room – 2 <sup>nd</sup> Floor	MWInns Annual Meeting  <i>(MWInns Members Only)</i>
8:30 - 9:30	Mississippi Vista Reception Room – Lower Level	Trade Show Open
9:45 - 10:00	Mississippi Vista Reception Room – Lower Level	Welcome Back & Announcements
10:00 - 10:45	Mississippi Vista Reception Room – Lower Level	General Session Speaker:  <b><u>"ADA: Pitfalls to Avoid &amp; Best Practices" – ResNexus</u></b> This session will cover the importance and challenge of both physical and digital ADA accessibility and potential liability. Learn what you need to know to reduce ADA liability and the learn from the first B&B owner charged with an ADA 3rd party OTA lawsuit. Expert knowledge and experience will be shared. <ul style="list-style-type: none"> <li>• You'll learn that just because you are a historical property does NOT make you exempt from the ADA.</li> <li>• You'll learn if you are exempt or not!</li> <li>• You'll learn if you are required to provide accessible accommodations under the ADA. Both property requirements &amp; individual room requirements will be explored.</li> <li>• You'll understand what it means for your website to be ADA compliant regardless of your properties' status.</li> <li>• You'll understand if your booking engine is ADA compliant or what you need to do to ensure compliance.</li> <li>• You'll hear first-hand about a real-life B&amp;B case study on OTA Compliance and what you should do if served with a lawsuit for OTA Compliance.</li> </ul>
10:45 - 11:00		Break
11:00 - 11:45	Courtside Meeting Room – 2 <sup>nd</sup> Floor	Concurrent Breakout Sessions:  <b><u>1) "Be Your Very Best Self ~ It's About Wellness" – Somnvie Luxury Bedding</u></b> Live Well! As innkeepers, we usually are the last person we take care of. We are busy with our guests and families, with little time for individualized care. Work/life balance is often a challenge. Work/life balance is often a challenge. In this session, Lisa Gibb, Sleep Wellness Specialist, will help us look at a holistic approach to living well and sleeping well, as we learn more about

	Riverside Meeting Room – 2 <sup>nd</sup> Floor	<p>how fitness, nutrition, gratitude, stress management, mindfulness techniques, and sleep wellness all contribute toward helping to empower you to be your very best self! Your families and your guests will thank you!</p> <p><b><u>2) Google Hotel Ads, Everything You Need to Know for Your Business" - Innkeepers Advantage</u></b></p> <p>Google Hotel Ads presents pricing information from various online platforms, allowing customers to compare room rates effortlessly, and your own website can be one of these. This can drastically increase the number of direct bookings you attract, unlike customers booking through online travel agencies.</p>
11:45 – 12:00		Break
12:00 – 12:45	<p>Courtside Meeting Room – 2<sup>nd</sup> Floor</p> <p>Riverside Meeting Room – 2<sup>nd</sup> Floor</p>	<p>Concurrent Breakout Sessions:</p> <p><b><u>1) “Building a Profitable Package” – Facilitator, Gwenn Eyer – Blessings on State Bed &amp; Breakfast, Jacksonville, IL</u></b></p> <p>Providing an appealing package draws attention to your business and sets you apart from your competitors. Successful packages provide the opportunity to cross-promote and gain exposure to additional audiences. Use your knowledge of the best local events and services to build exciting and enticing reasons for prospective guests to choose YOU. From package contents, to pricing, to publicizing, and more, you will learn to put together a package so that guests will choose to book with you!</p> <p><b><u>2) "Protecting Your Data In 2023... In Plain English!" - Casablanca Payments</u></b></p> <p>Data security’s constantly emerging threats can feel a lot like playing an unending game of whack-a-mole. This session will finally explain, in plain English, how to better secure your PII (Personally Identifiable Information) and sensitive business and payments data in this era of growing fraud and costly breaches, including how to deal with the dangers of ransomware and other online threats. Join Wynn Salisch, who has 50 years of experience in hospitality management, payment processing, and cybersecurity, as he explains how the payments industry operates and how to control costs, reduce chargebacks, and protect your business.</p>
12:45 – 2:00	Mississippi Vista Reception Room – Lower Level	Vendor Mart/Lunch
2:00 – 2:30	Mississippi Vista Reception Room – Lower Level	Vendor Giveaways
2:30 – 3:00	Mississippi Vista Reception Room – Lower Level	Closing Remarks

*The schedule of events is subject to change as conference details are finalized.*

*Keep checking back! More information and details are added to the schedule as they become available.*