

Tuesday, Nov. 11, 2008

- 9:30-4:00 Registration – Lobby
10:00-3:30 Aspiring Innkeepers Workshop
Noon-1:00 Lunch for Aspiring Innkeepers only
12:30-2:30 Vendor set-up
2:30-4:30 Vendor Trade Show
5:00-8:00 Culinary Institute of America, Hyde Park 5:00pm Tour 6:30pm Dinner at St. Andrew's Café (\$50 pp incl. tour, dinner, service charge)

Wednesday, Nov. 12, 2008

- 7:30-8:30 Registration - Lobby
7:45-8:45 Breakfast
Vendor Trade Show
9:00-10:00 **Erik Hastings of *The Travel Show with Erik Hastings***
10:05-11:05 **Official Opening of the Vendor Trade Show**
11:15-noon Workshop A **Top Internet Marketing Goals**
BedandBreakfast.com Internet Intensive
Workshop B **Pamela Lanier**
Vendor Trade Show
Noon-1:00 Lunch
Vendor Trade Show
1:10-1:50 Workshop A **Media Opportunities for Your Inn**
BedandBreakfast.com Internet Intensive
Workshop B **Web 2.0 marketing**
Mike Lake of RedLake Marketing
Vendor Trade Show
1:55-2:35 Workshop A **Website Design/Hosting/Promotion**
BedandBreakfast.com Internet Intensive
Workshop B **Energy-efficiency and Improving the Bottom Line**-funding programs available for small businesses by NYSERDA
Vendor Trade Show
2:45-3:25 Workshop A **RezOvation Property Management Software/Booking Engine**
BedandBreakfast.com Internet Intensive
Workshop B **Capturing Your Character Through Photography**
by Elizabeth Campbell Photography
Tips, hints, and technical advice on styling, lighting, composition, and food photography
Vendor Trade Show



- 3:35-4:15 Workshop A **Record Keeping - Business use of home**
(running a B&B in your own home)
with Susan Marks & Richard Torres (IRS)
Workshop B **Time Management Systems**
by Joanna Shows, ActionCOACH of Gotham
Vendor Trade Show
4:15-6:00 Vendor Reception (trade show area)
6:15-7:45 Dinner @ The Thayer
Vendor Trade Show closed for evening

Thursday, November 13, 2008

- 7:45-8:45 Breakfast
Vendor Trade Show
8:55-9:40 **Annual ESBBA Meeting and Election of Officers**
(ESBBA members only)
Vendor Trade Show
9:50-10:50 **Bicyclists Bring Business**
with Robin Dropkin, executive director Parks & Trails New York
Vendor Trade Show
11:00-11:40 Workshop A **Preparation for Buying or Selling the Inn**
with Eliot Dalton, realtor
Workshop B **Selling B&B - Federal Tax Responsibilities**
Closing a business (which is also your primary residence) with Susan Marks & Richard Torres (IRS)
Vendor Trade Show
11:40-Noon Vendor Trade Show drawings (must be present to win)
Noon-1:00 Lunch
Vendor Trade Show
1:00-2:30 **Cracker Barrel Sessions**-murder mystery, understanding insurance, buying/selling the inn, photography, hobbies bring business...more
Vendor Trade Show
2:35-2:45 Closing
2:45-3:30 Board Meeting
Vendor Trade Show breakdown