

California Association of Bed & Breakfast Inns Announces 16th Annual InnSpire Innkeeper Conference & Trade Show This January

2007-12-19

Speakers Include PBS TV Host Huell Howser and Joie de Vivre CEO Chip Conley

The California Association of Bed & Breakfast Inns (CABBI) today announced it will host the 16th Annual InnSpire 2008 Conference and Trade Show on January 27-29, at the Hyatt Vineyard Creek Hotel and Spa in Santa Rosa.

Designed for both aspiring and established innkeepers, the 3-day conference is open to anyone interested in B&B ownership and innkeeping as a profession. Guests will hear from experts on a wide variety of topics including guest relations, marketing, consumer trends, financing, laws and regulations, and culinary and decorating tips.

Keynote addresses will include:

Chip Conley, founder and CEO of Joie de Vivre Hospitality and author of 'PEAK: How Great Companies Get Their Mojo from Maslow.' Mr. Conley will speak from his own success on how to create deeply loyal customers.

Huell Howser, producer and host of PBS's series California's Gold, one of the longest running and most beloved series about California ever produced. Mr. Howser will share his experiences and provide insight on what it takes to spotlight the various regions of California.

Judy K. King, Founder and Principal of Quality Management Services, LLC. Having expertly guided some of America's leading edge organizations, Ms. King will discuss the skill and art of reading guest preferences and transferring that into highly personalized service.

In addition to many concurrent workshops to choose from, attendees will have access to more than 40 B&B product and service vendors as well as the opportunity to participate in one-on-one appointments with tech experts who will explain how new technology can help innkeepers' operations.

Please visit www.innspireconference.com for more information and to register for the conference.

'By bringing hundreds of innkeepers together with industry experts, the InnSpire Conference is not only a great networking opportunity, but also provides vital hospitality and tourism industry information -- which is critical in today's competitive environment,' said Stephanie McCaffrey, owner of the McCaffrey House in Twain Harte and InnSpire Conference Committee Chairperson. 'The InnSpire Conference is the one industry conference that every innkeeper should attend.'

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article30550.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html