

**The B&B Team® Future Innkeeper Hands On Workshop**  
February 29 - March 3, 2016, Mills River, NC  
Or March 3, 2016 - March 6, 2016, Mills River, NC  
[Bed & Breakfast on Tiffany Hill](#)

Considering becoming an innkeeper and want to participate in the daily operations of a successful inn?

The B&B Team® is pleased to make available an exciting new program. Our four-day hands-on workshop will give you a clear understanding of the daily activities involved in creating a successful business. Your instructor for this workshop will be Linda Hayes, an affiliate of The B&B Team®, former innkeeper and restaurant owner in Virginia. Working with her will be Selena Einwechter, the owner of Bed & Breakfast on Tiffany Hill, the location for the spring workshops.

This is a level two program, and to insure quality and maximum benefit for you, taking our *Better Way to Learn Innkeeping™* seminar or another qualifying program (\*\*\*) is a prerequisite.

Topics to be covered include the following:

Breakfast is 50% of the Experience

What style of breakfast is best for your property and your guests?

When do you serve breakfast?

Dietary restrictions and solutions at breakfast time

Furnishing Your Inn

Matching your style to your inn and to your guests

Basics in the guestroom and bathroom

Making common areas inviting and useful

Is the outdoors an extension of the indoor?

Maintaining the Property-Inside and Out

Daily, weekly, monthly and annual schedules

Housekeeping

Tips and Tricks and the best tools to use

Marketing 201

Defining your niche

Branding your property

Digital vs. Print

Building your marketing team

Revenue Streams for your Business

Setting Competitive Rates

Yield Management

Upselling with Gift Shop, Services and Packaging

Operations

Policies, Procedures and Why

Reservations and PM Systems

Safety

## Staffing

When do you hire and who?

Training and Evaluating

## Taking Care of Guests

Pre-Arrival Activities (guest pantry, porches, paperwork)

Arrivals-First time, early and late

Interacting with Guests

Problems

Checkouts

## Taking Care of You

Teamwork and delegation

Association Involvement

Personal Time

Sources to support your business

**Pricing:** \$1100 + tax per couple (incl. programming, 2 lunches, 2 dinners, workbook). Lodging not included

\$950 + tax single (incl. programming, meals, workbook) Lodging not included

All lodging to be booked directly with Bed & Breakfast on Tiffany Hill after confirmation of workshop with The B&B Team is received.

(\*\*\*) Contact either Peter Scherman or Rick Wolf for verification of other qualifying Aspiring/Future Innkeeper programs.

For more information about this hands-on workshop, please contact Linda Hayes at [linda@bbteam.com](mailto:linda@bbteam.com)

To register, click here

## **Here's the sample overall schedule** for marketing purposes

Arrival: Monday by 3pm February 29, 2016

Tuesday

Wednesday

Depart Thursday after 1pm March 3, 2016

Or Arrival: Thursday by 3pm March 3, 2016

Friday

Saturday

Depart Sunday after 1pm March 6, 2016