



**Annual Meeting Registration**  
**"The Softer Side of Innkeeping"**  
**February 23-24, 2010**  
**Winthrop Rockefeller Center at**  
**Petit Jean State Park**

## **The Soft Side of Innkeeping: Creating Better Reasons for Guests To Choose & Return to Our Properties**

Having a better product is just half of the challenge of being a successful property. We also must be better at getting out the message, projecting the image, and taking the reservation. That's what Conference 2010 is all about...don't miss a minute of this once-a-year opportunity with nationally recognized leaders in the industry.

Inn Name: \_\_\_\_\_

Innkeeper names attending: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, and Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**\*\* REGISTRATIONS POSTMARKED BY Dec. 31, 2009 RECEIVE \$25 PER PERSON off 2010 BBAA MEMBERSHIP if membership renewal is received By July 31, 2010 \*\***

### **Number attending:**

\_\_\_\_\_ BBA Annual Conference Feb 23-24

\_\_\_\_\_ Aspiring Innkeepers Workshop Feb 22

\_\_\_\_\_ Cooking Class Feb 22 (2-5pm)

\_\_\_\_\_ Blogging to Drive Reservations Feb 22 (5-6pm, Free)

Total Due: \$ \_\_\_\_\_

**BBA Member Rate: \$129 per person**

**Nonmember Rate: \$199 per person**

**Sponsor Rate: \$99 per person**

**Cooking Class: \$39 per person**

**Aspiring Innkeepers Workshop: \$179 individual or \$249 couple**

Please return this registration form, along with the above registration fees to:

**Hilltop Manor, 2009 Park Ave., Hot Springs, AR 71901**

Room Reservations at the magnificent Winthrop Rockefeller Center may be made by calling 1.866.972.7778. BBA rate \$79/night for the President's Lodge, or \$69/night for Meadows rooms. [www.uawri.org](http://www.uawri.org)

**(Turn Over)**

*The Good...*  
*The Bad...*  
*The Hilarious!!!*

We are asking that everyone submit an idea that you've had and tried with either great success, no success, or a very funny response.

We will be choosing the top five and presenting them at the "Idea Fair" which will take place at the Annual Meeting. Then all present will vote and the prize will be awarded to the winners.

**Here is a boring but basic example to get your creative juices flowing:**

*Does waiting for guests make you cranky?*

At Hilltop Manor I have implemented a late check-in policy. Anyone that arrives after 5PM has their keys placed in a lockbox. We email them with directions on how the lockbox works, where it is located and we request breakfast information for the next morning and give them the lockbox code. A friendly letter to greet them is in an envelope taped to the window to let them know how to find their suite, snacks, beverages, dvds, and remind them of their breakfast preferences.

**This has made me a happier innkeeper and causes the guest less stress because they don't have to hurry.**

Now it is your TURN:

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Thank you for taking the time to help us make the BBAA Annual Meeting a success.