

2024 WIIN PROGRAM SCHEDULE

November 12 - Tuesday

11:30	Registration <ul style="list-style-type: none"> Pick up Box Lunch (if ordered) 	Tracy Clark
12:15	General Session One: <ul style="list-style-type: none"> <i>Opening</i> 	Carrol Harris
12:30	General Session Two: <ul style="list-style-type: none"> <i>Keynote: Hospitality in Our Native American World</i> 	Sam Barr and Tanya Green of the Stillaguamish Cultural Center
1:30	Break	
1:45	Choice Workshop Session One: <ul style="list-style-type: none"> Marketing Tips in Today's World Newest Travel and Hospitality Trends 	Marty Etzel & Sam Schwab of ThinkReservations Kristen Keltz of Skagit Tourism Bureau
2:45	General Session Three: <ul style="list-style-type: none"> <i>Website Best Practices – What's New</i> 	Marty Etzel of ThinkReservations
3:45	Break	
4:00	Choice Workshop Session Two: <ul style="list-style-type: none"> Dialogue about Native American Art and Culture Preparing for Disasters Big and Small 	Paul Nicholson of The Legacy Ltd. & Dan Kerlee Kevin Sayler of Parker, Smith & Feek
5:00	Trade Show <ul style="list-style-type: none"> Appetizers Seek and Find Booklet 	Gary Harris Pat Ford
7:00	Buffet Dinner <ul style="list-style-type: none"> Dessert and Auction 	Ana Lena Melka Pat Ford & Julie Szmania

November 13 – Wednesday

8:00	Buffet Breakfast	Ana Lena Melka
9:00	General Session Four: <ul style="list-style-type: none"> • <i>Welcome Back and Special Activity – What is Your Inn's Spirit Animal?</i> 	Pat Ford
9:30	Speed Talks – Topics: <ul style="list-style-type: none"> • <i>Service and Support Animals</i> • <i>Add-On's that Sell / Packages that Work</i> • <i>Partnering with Local Vendors</i> • <i>Self-Employment Planning</i> • <i>ADA</i> • <i>Setting Boundaries – Between Home and Business</i> • <i>Technology for Your Inn, Rooms and Grounds</i> 	Michele Jaeger
10:45	Break	
11:00	Choice Workshop Session Three: <ul style="list-style-type: none"> • <i>Planning For and Promoting Events at Your Inn</i> • <i>Planning Ahead to Sell Your Inn</i> 	Kitty Searles Chuck Anderson of Marilyn Bushnell & Assoc
12:00	Lunch Buffet	Ana Lena Melka
1:00	General Session Five: <ul style="list-style-type: none"> • <i>Unlocking Social Media for Innkeepers</i> 	Sandy Kalio of Microsoft
2:00	General Session Six: <ul style="list-style-type: none"> • <i>WIIN Annual Meeting</i> 	Carrol Harris
3:15	Break	
3:30	General Session Seven: <ul style="list-style-type: none"> • <i>Tips & Tricks to Make Your Innkeeping Life Easier</i> 	Julie McAferty, Bill Segil and Ludger Szmania
4:30	General Session Eight: <ul style="list-style-type: none"> • <i>Closing</i> 	Carrol Harris
5:00	Board Meeting	Carrol Harris
6:00	Celebration Dinner (for those who purchased)	Carrol Harris/Ana Lena Melka