

The **Washington Independent Inns Network Annual Conference & Trade Show 2023** is a must-attend event for anyone in the Pacific Northwest's hospitality industry! Join us in person at the gorgeous [Angel of the Winds Casino Resort](#) on November 13 and 14 for an exciting 2 days of networking and learning.

The theme of the conference is "**Potlatch! A Gathering of NW Independent Lodging Professionals.**" This gathering is geared especially for those who own or manage bed and breakfasts and smaller independent inns in Washington, Oregon, Idaho, and British Columbia. However, anyone with an interest in the innkeeping industry can attend. This event is the perfect platform for independent inn owners, managers, and industry professionals to come together and share their experiences, ideas, and best practices. From innovative marketing strategies to effective management techniques, our conference sessions cover a wide range of topics to help you stay ahead in this competitive industry. For more details, see our [WIIN conference page](#).

Our **Networking Reception & Trade Show** is a fantastic opportunity to connect with suppliers, vendors, and service providers who specialize in the hospitality sector. Discover the latest products and services that can enhance your guests' experience and take your inn to new heights.

But it's not all work and no play! We believe in fostering a sense of camaraderie among attendees, so we've planned some fun social events and networking activities. Mingle with aspiring, current, and former (retired) innkeepers, forge new partnerships, and make lasting connections in a relaxed and informal environment.

In the Native American culture, the meaning and purpose of Potlatch is somewhat complicated. In simple terms, it is a gathering where an individual or family gives gifts to those who attend the gathering! At the WIIN Potlatch, the gifts we give are the sharing of innkeeping ideas, skills, and tools while experiencing camaraderie and fun together. Learn more about the meaning of Potlatch and how it relates to our purpose from our keynote speakers from the Stillaguamish Cultural Center.

Don't miss out on this incredible event that brings together some of the best minds in the industry. Join us at the **Washington Independent Inns Network Annual Conference & Trade Show 2024** and take your inn to greater heights!

Hotel Reservations: Call Angel of the Winds Casino Resort at 360-474-9740. This hotel is completely nonsmoking. **Reference booking ID #419 to make reservations and mention that you are with the Washington Independent Inns Network to get the special \$139 rate.** Registration deadline to get the discounted hotel rate is October 28, 2024.

Draft Schedule:

- Tuesday at 1130-1200, pick up your conference supplies and an optional boxed lunch (pre-order lunch with your conference registration for additional fee).

- Workshops begin at 1215, followed by a networking reception, trade show, and dinner with entertainment (included). *
- Wednesday at 8, we'll gather for breakfast (included) and continue with workshops, lunch (included), awards, and business meeting until 5:00pm.
- Newly elected and continuing board members will gather for a quick meeting from 5-6.
- All Conference Attendees and Sponsors are invited to join us Wednesday evening for an optional Celebration & Networking Dinner at Jade Restaurant at the resort at 6pm after the conference (additional fee; register with your conference registration).

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Thank you to our sponsors!

Questions? Contact Conference Chair Pat Ford at vpeducation@wainns.com.

***List of Potential Topics**

Your conference will have 3 general sessions and 3-4 choice workshop sessions. You have the opportunity to help finalize the content when you register by checking 4 topics from the following list that you would enjoy most:

Cooking Tips-Making Breakfast Great and Easy!

Marketing Tips in Today's World

Native American Art in the Northwest

Promoting and Partnering with Native American Tribes in Your Region

What Makes Your Guests Start Talking and Wanting to Return to You?

Do Statistics Matter? Yes or No and Why?

Using Technology Products to Support Your Inn

Promoting Special Attractions in Your Region

Planning to Sell Your Inn

Disaster Preparedness

Planning and Promoting Events at Your Inn

Current Travel Trends

Check Your Inn's Health

Tips and Tricks to Make the Innkeeper's Life Easier