



# the bed & breakfast **voice**

Your Voice for Your Choice

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## ***New Sunday sessions highlight latest B&B tips Conference Update***

*After consulting with our sponsors, exhibitors and the support team at Marlwood Golf Club, we've decided to kick off the 23rd Annual FOBBA Conference with a full day of Exhibitor Presentations and Trade Show, starting Sunday November 1st at 1:00 pm.*

But the big news, is that we are expanding Sunday activities to include a full afternoon of presentations—beginning at 1:00 p.m.—that will help B&B hosts catch up on the latest tips, tricks and techniques from

*The big news is that we're expanding Sunday activities to include a full afternoon of presentations that will help hosts catch up on the latest tips, tricks and techniques from leading experts in the Bed & Breakfast industry in North America.*

leading experts in the Bed & Breakfast industry in North America.

All of which makes "The Beach" the place to be this November!

We all need to make the most of every

business opportunity. That's true about our websites, our marketing, and it's also true of the time we invest in ourselves. FOBBA's 23rd Annual Conference is one of the best chances you will have to do that this year.

Thanks to the cooperation of our support team at Marlwood Golf Club, and the Lead Sponsorship of BBCanada, we are planning a full slate of seminars and marketing sessions on Sunday afternoon, leading up to the Opening Association Reception at "The Dard."

### *So here's the plan....*

Black out your Sunday, Monday and Tuesday now. Then hop in the car on Sunday morning, November 1, and head for The Beach—Wasaga Beach—and treat yourself to three days of re-energizing the batteries, connecting with other B&B hosts, learning from the experts, and getting back to the 60s with a little plain old-fashioned fun. And, because *half* of Bed and Breakfast is *breakfast*, you can be sure that food will also be involved.

*...continued page 2*

## trade**tips**

**W**e're making some exciting changes to this year's conference format, beginning with the previously announced kick-off reception at the Dardanella on Sunday night, honouring the work of local associations throughout Ontario. Our featured speakers this year are Pamela Lanier—travel writer and international B&B expert—and Jay Karen, CEO of the Professional Association of Innkeepers International, among others.



## Conference Update, continued from page 1...

Full registration costs only \$100, includes all meals, and features a gala dinner on Monday night, highlighted by a performance from none other than Neil Diamond himself\*!

Conference space is limited to 120 participants, (because that's all the venue can hold.) Over 75 B&B hosts have already pre-registered, so don't be disappointed. Go to our website and register today.

Special offers are available to non-FOBBA members who register and join FOBBA at the same time.

## Education Day

Our Keynote Seminar will be a presentation by well-known author and travel writer Pamela Lanier—creator of perhaps the most successful and influential B&B guide and website in North America. Pamela will speak on a number of topics, including the green movement, tricks and trends and how to maximize your marketing.

Another key theme for this year is "Pri-

\* Neil Diamond Tribute Artist Joey Purpura

vacancy, Personal and Property Rights." Who has the ultimate say in who can stay at your B&B? Who are you obliged to accept, and when is it alright to refuse? While the answers to those questions remain gray (and controversial), we'll be addressing the issues and calling on the experts for their views and experiences when it comes to who gets to control your environment.

One seminar will focus on travel and tourism trends in North America. What's working today in marketing and why? What are visitors looking for these days and what will they pay extra for. It's the 2010 roadmap to putting more heads in your beds.

There will also be a session on website maintenance 101, where the FOBBA Help Desk comes to you. Additional seminar topics and speakers will be announced soon.

*So plan a break now and recharge your batteries.* Get away for a couple of days and talk with other grown-ups just like you. Share stories and guest experiences, the highs and lows, the funny and the facts of your 2009 year. You'll never have a better chance to network and learn from the best experts in the business: That's you and your peers—the Bed & Breakfast hosts of Ontario!



**Thanks to BBCanada.com:  
Lead Sponsor of the 2009 FOBBA  
Conference & AGM**

**November 1-3, Wasaga Beach**

## Notice of Motion

FOBBA is putting forward a change to our Constitution and By-Laws for membership approval at the AGM. These changes are being made to reflect current operating procedures and changing technology. A formal Notice of Motion is being distributed to members via eMail, and is also available on the member section of our website.

Register online at [www.fobba.com](http://www.fobba.com).



## MEMBERSHIP UPDATE : FOBBA IS GROWING!

Membership growth continues to be strong in 2009. Whether due to the revised membership fee structure, initiatives within local associations, better communications, or our commitment to tackling the issues facing the B&B industry, we have experienced remarkable growth.

Welcome to our newest members since August 2009:

*Wymolwood Beach House B&B, Cathy and John Martens  
Maplewood, Gail & Robert McKay*

*Hilldrop House, Jon and Marianne Guistini*

*Stouffer Mill Bed & Breakfast Getaway, Don & Jessie Pflug*

*Georgian Manor Bed & Breakfast, Sid & Louise McFarlane*

*At Wasaga B&B, Lucy & Dante Ferri*

*A Muskoka Dream Catcher, Elsie Bonney*

*Lakewinds Country Manor, Jane & Steve Locke*

*Dockside Bed And Breakfast, Sharlene and Wayne Martin*

*Lioness Lake Bed and Breakfast, Shirley and Wayne Stott*

*Coat n' Tails Inn, Joyce Bridgett & Eric Dailide*

*Tucked Inn the Harbour B&B, Harry & Carol Gerstheimer  
Cedarslane Bed and Breakfast, Anna Jacobs  
Haven on Mill Lake, Jim & Marian Ferris*

Contributing significantly to the strength of our organization are our long-time members, and this year we celebrate and recognize six additions to the 10 Year Club. Be sure to be in attendance at the FOBBA AGM and conference in November and join with us as we honor these members with a presentation for their service and commitment to our association.

*Eldorado Beach on Lake Superior, Maria & Oliver Harding  
Fenton's B&B, Stan & Janet Fenton  
Gillian Fisher B&B, Gillian Fisher  
Inn by the Rose Garden, Leila and Geoff Tyrrel  
The Wedding House B&B, Linda & Tom Gelinias  
Wisteria B&B, Sandie & Steve Wilson*

# Join FOBBA!

Visit [www.fobba.com](http://www.fobba.com) today

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