



# INN-TOUCH WITH INNKEEPING

22nd Annual ML2L Educational Conference

OCTOBER 26-27, 2009

Holiday Inn Hotel and Conference Center • Big Rapids MI

## 22ND ANNUAL EDUCATION CONFERENCE PRESENTS NOT ONE -- BUT TWO -- KEYNOTERS

Two nationally acclaimed innkeeping professionals headline this year's 22nd Annual ML2L Education Conference, October 26–27 at Holiday Inn Hotel & Conference Center on Ferris State University's campus in Big Rapids.

Former innkeeper and B&B marketer Bill Bullard of Bullard Partners, headquartered in California, will share *The Fourteen Touches of Guest Interaction*. This two-part keynote explores what “The 14 Touches” are and explains how to implement them.

Jay Karen, president and CEO of the Professional Association of Innkeepers International (PAII), will address *The State of the Industry*. PAII is the leading trade association worldwide representing owners of bed and breakfasts and country inns

### **BILL BULLARD**

Along with his wife, Jean, Bill owned The Inn at Occidental in the Sonoma Wine Country of California. It started with 8 basic guestrooms and grew to 16-high-end rooms and suites as well as a luxury vacation rental. It became the first AAA 4-Diamond and Mobil 4-Star property in Sonoma County. A member of Select Registry, the inn is well known for its eclectic decor and excellent concierge services.

Bill sold the property in 2003 to turn his talents to marketing and running the California B&B Association, CABBI. In 2005, he began working directly with individual innkeepers through his own company, Bullard Partners. He provides proven marketing and strategic planning that increases occupancy, improves operations and enhances the guest experience. He is a regular and well-known speaker at state and national conferences, including this year's PAII conference in Atlanta.



### **Questions?**

Contact the ML2L office: 616-575-1610 or [innfo@laketolake.com](mailto:innfo@laketolake.com)

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## JAY KAREN

As president and CEO of PAIL, Jay sees and hears the B&B industry from all corners of the country. In his *State of the Industry* address, you'll hear important industry research findings and consumer trend reports that relate directly to running your inn and arming you with the knowledge and confidence to handle the challenges and opportunities ahead.

For 10 years before he joined PAIL, Jay served the National Golf Course Owners Association in several capacities. He has extensive experience in membership recruitment and retention, research development, educational and operational programs and representation on legislative and regulatory matters. Jay holds an MA Degree in American History from the College of Charleston and is a Certified Association Executive by the American Society of Association Executives.

PAIL provides education, communications, public relations, networking and research services to its membership and the greater industry. PAIL hosts the world's largest annual gathering of innkeepers, The Innkeeping Conference & Trade Show. It also publishes the industry's leading trade publication, *Innkeeping Quarterly*.



## Questions?

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