



## ASPIRING INNKEEPER WORKSHOP

Sunday, June 12, 2022 | St. Augustine, FL  
held at Hilton Historic Bayfront

Join us for a one-day intensive workshop to learn about owning and operating an independent lodging business in Florida. Industry leaders will be conducting this program and you will leave with all the information you need to start the process.

***Sunday, June 12, 2022, at the Hilton Historic Bayfront in St. Augustine, Florida***

- 9 – 10: 45 am**      **Finding the Right Property for You – Assessment & Valuation Due Diligence, Cash Flow Analysis & Business Plan**  
Presented by former Inn owner turned B&B consultant and real estate broker, Pattie Detwiler, Hospitality Properties for Sale.
- 11 – 11: 45 am**      **Financing**  
Get the inside scoop on today’s lending market from a seasoned SBA and commercial loan leader, Ben Maffett with iTHINK Financial.
- Noon – Lunch**      **Lunch served**
- 1– 2:30 pm**      **B&B onsite Tour- Regulations, ADA, NFPA, Inspections**  
The group will venture over to The Victorian House B&B to take a deep dive into regulations. See firsthand all the things to consider in a guest room, common space and more.
- 2:30 – 3 pm**      **Insurance**  
Understanding the insurance market for independent (many are historic too) properties can be overwhelming. Thom Norush with Florida Hospitality Insurance explains things to consider and make sure you know what to ask when selecting your provider.
- 3:15 – 4 pm**      **Operational Tips**  
Industry veterans will share tips to run an efficient operation.
- 4:15 – 4:50 pm**      **A Day in the Life of an Innkeeper**  
Learn from an industry icon, the owner of The Stockade B&B in Baton Rouge, LA, Janice Delerno will share a glimpse into daily operations.
- 4:50 – 5 pm**      **Florida Restaurant & Lodging Association Florida Inns specific resources**  
FRLA Florida Inns has specific resources available for our members. Hear from our chapter director, Nicole Chapman.
- 6 – 8 pm**      **Dinner sponsored by Acorn Internet Service**  
Lisa Kolb with Acorn Internet Services is the leading website developer and marketing firm, specializing in the independent lodging realm. You don’t want to miss this presentation, because, “you don’t know, what you don’t know.”

**Register today: <https://aspiringinnkeepers.eventbrite.com>**

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