



**West Virginia Bed and Breakfast Association
2016 Annual Meeting & Conference**

Charleston Civic Center, 200 Civic Center Drive, Charleston, WV 25301
February 24 & 25, 2016

Wednesday, February 24
4:30 – 5:30pm

WVBBA Board of Directors Meeting
Bluegrass Kitchen, 1600 Washington Street, East

5:30pm

WVBBA Member Dinner
Bluegrass Kitchen, 1600 Washington Street, East

Thursday, February 25

Charleston Civic Center, 200 Civic Center Drive, Charleston, WV 25301

9:00am

Locally Sourced Breakfast

10:00am – 12:00pm

WVBBA Annual Meeting

12:00pm

Locally Sourced Lunch

1:00pm – 1:15pm

Welcoming and Opening Remarks
Gary Halpern-Robinson, President, WVBBA
Tom McConnell, Leader, WV Small Farm Center

1:15pm – 2:00pm

“Gaining Traction & Growing Your Business”
Kristina Oliver, Director,
WV Small Business Development Center

2:00pm – 2:45pm

“Branding, Identity Design & Content Strategy”
Megan Bullock
Principal Partner, MESH Design & Development

2:45pm – 3:30pm

“I Love It When a Plan Comes Together”
A Plan to Coordinate and Integrate Marketing”
Duncan Van Buskirk
Commercial Marketing & Communications Lead.
CALIBRE Systems

3:30pm – 4:15pm

“GoToWV - Go Outside & Play - WVB&B's & Tourism”
Amy Shuler Goodwin
Commissioner, West Virginia Division of Tourism

4:15pm – 4:30pm
4:30 pm

Closing Remarks
Winter Blues Farmer's Market
Charleston Civic Center



WVBBA Annual Conference Speakers

Kristina Oliver, State Director,
West Virginia Small Business Development Center

"I enhance organizations by using my unique combination of business leadership, strategic management and communications background. I have a proven record of achievement and a knack for building consensus that generates results.

My experience with entrepreneurship and business consists of commercial, governmental and academic practice. Over 30 years of experience and business development, I have founded various ventures that include manufacturing, advertising, business coaching and creative arts. As a consultant, I have provided expertise in leadership, management, project planning and strategic development.

Megan Bullock,
Principal Partner, MESH Design and Development

MESH Design and Development is a communication design studio dedicated to informed, effective, modern design. We develop visual identities through design, web development, photography, and copywriting. In each, we value high quality craftsmanship, smart solutions and simplifying complex information systems for clear communications to target audiences. We work to simplify complex ideas and messages through clean, thoughtful typography and imagery that speaks to the visual identity we are working with.

MESH strives to work with people who want to improve the way we live. We are driven by helping people tell their stories and transform their relationships with their audiences. We work to redefine cultural narratives with new, more relevant messaging of positive change, ethical motivations and process.

Founded in 2009, MESH began in a renovated loft in Charleston, West Virginia. Today we work across the country with both small and ambitious businesses as well as national organizations and foundations. Our main studio is still in Charleston with a satellite office in Brooklyn, New York.

Duncan Van Buskirk,
AMA, Commercial Marketing and Communications Lead, CALIBRE Systems

CALIBRE, an employee owned marketing, management and technology service company endeavors to help each one of our customers to share their story with their own customers and key audiences. My role allows me to tap into my professional and management experience in areas such as strategic planning, branding, stake holder outreach and media engagement and in doing so, share my own story.

Amy Shuler Goodwin
Commissioner, West Virginia Division of Tourism

Prior to being appointed Commissioner of Tourism for West Virginia by Governor Earl Ray Tomblin, Amy Shuler Goodwin served as chief spokesperson for former West Virginia Governor Bob Wise. During her 19 year career, Goodwin also served as a state director for a presidential campaign and communications for the city of Charleston. Goodwin is a former anchor and reporter for WTRF-TV in Wheeling and WCHS-TV in Charleston. Before returning to the Governor's office, Goodwin was the managing member of a public relations firm where she worked on behalf of health care organizations, major trade and issue organizations, not for profit organizations, universities, Fortune 500 companies, labor unions and small businesses.



2016 WVBBA Annual Meeting & Conference
Wednesday & Thursday, February 24 & 25, 2016

WVBBA & WV Small Farm Center
Charleston Civic Center, Charleston, WV

Registration Form

Name (as it will appear on nametag)

1st Attendee _____

2nd Attendee _____

Property _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

Registration:

Registration: \$70 (One Attendee) \$25 (Second Attendee Same Inn)

Registration Includes;

 All WVBBA sessions

 Locally Sourced Foods Breakfast & Lunch (Thursday)

 WVSFC Winter Blues Farm Market & Dine Around Admission

 All WVBBA and/or WVUSFC Thursday Sessions

 For those wishing to attend the additional WVSFC Sessions on Saturday, February 28,
 payment may be made at the Conference directly to WVSFC.

Accommodations:

Visit www.smallfarmcenter.ext.wvu.edu/events/conference/accomodations for
information on 2016 West Virginia Small Farm Conference discounted rates.

Make Checks payable to:

West Virginia Bed and Breakfast Association

Mail check and completed form to:

 John Hammond, WVBBA Treasurer, PO Box 177
 Yellow Spring, WV 26865

For questions

Gary Halpern-Robinson, WVBBA President, info@guesthouselostriver.com
or Toni Harvey, WVBBA Vice President, theinnatlostriver@gmail.com