

Iowa Bed & Breakfast Guild's
2020 Spring Conference
Sunday, March 22 & Monday, March 23, 2020
"It's All About You, Your Questions & Your Inns"

**Barn Happy is located at
11310 University Ave., Cedar Falls IA
Sunday, meet at The Crib for a
Soup Supper & Games 5:00 – 9:00 p.m.**



Welcome to Barn Happy! We are a local business in Cedar Falls that started 15 years ago. After many years of being a dairy farm, it was time to change the old barn, which was built in 1925, into a one-of-a-kind business. Barn Happy feels it is important to preserve the agricultural heritage and values of the heartland. It works to give customers and visitors a genuine snapshot of the state. All food is made locally, and a great selection of fine arts and crafts are also sold here.

Lodging Options

Country Inn & Suites

2910 S Main Street, Cedar Falls
319-268-1800 ♦ \$115

Days Inn

5924 S University Ave, Cedar Falls
319-266-1222 \$59.99



Barn Happy



The Crib

A remodeled vintage corn crib, making it the perfect place for your party or event. It is a separate building about 40 feet north of Barn Happy, which seats 50 people comfortably at tables and chairs. There is a bathroom, kitchenette, and long serving counter in The Crib, and it is insulated, heated, and cooled depending on the season.



Products

With products made locally in Iowa, these one-of-a-kind items make great gifts for family and friends.

IBBG Spring Conference Speakers – Monday, March 23, 2020



Larry Wiebel was raised on a farm in Clinton County and graduated from Wheatland High School in 1975. He graduated from Iowa State in 1979 with a degree in Ag-Business and a minor in Ag-Journalism. He moved on with a career in farming, selling insurance and investments and in banking. In 2010, he joined his brother, Jerry, and Roy Reiman, co-founders of *Our Iowa* magazine, as managing editor of *Our Iowa*. He was recently promoted to editor. He lives in Ames with his wife, Nancy. They have two grown children and a granddaughter, Claire.



Joe Vens is a Commercial Risk Advisor with Relion Insurance Solutions in Iowa City. Originally from Clinton, IA, Joe moved to Iowa City in 2009 to attend the University of Iowa's Tippie College of Business, which he graduated from in 2013 with a degree in Finance. Today, Joe is actively involved in the Iowa City business community as Chair of the Business League of Iowa's Creative Corridor, active member of the Iowa City Area Chamber of Commerce, member of the Iowa City Noon Rotary Club, and Campaign Cabinet Member of the United Way of Johnson & Washington Counties. Joe resides in North Liberty, IA with his wife, Erin, and their two children, Lyla and Dean.



Ashley Garcia has worked in the hospitality management industry for more than 15 years and held various management positions in hotels, restaurants, and country clubs. She was an adjunct instructor at Hawkeye for three years prior to becoming full-time faculty in 2017. In addition, she is a ServSafe Instruction and Proctor and has a CPO license. She resides in New Hampton with her husband and two daughters. Ashley enjoys everything about the rewarding field of food and beverage, and her passion is evident in her teaching. As she often tells her students, "I am changing the world of food every day."



Darcy Maulsby enjoys sharing fascinating true stories. You will find you have a lot in common with her if you enjoy Iowa history and food. As Iowa's Storyteller, Darcy believes anyone who eats has a connection to the things she's most passionate about, including food, farming and history. As an entrepreneur, business owner, marketing specialist, author and historian, Darcy knows the power of a great story to connect with others. Darcy offers writing, storytelling and branding workshops across the Midwest. She is also proud to be part of a farm family that operates a Century Farm in Calhoun County near Lake City and Yetter, where she also runs her own marketing/communications company, Darcy Maulsby & Co. Visit Darcy at www.darcymaulsby.com.

2020 IBBG Spring Conference Schedule Barn Happy ~ Monday, March 23, 2020

“It’s All About You, Your Questions & Your Inns”

- 7:30 a.m. **Registration/Breakfast –**
Greeter: Larry Wiebel *Our Iowa Magazine* (breakfast sponsor)
- 7:45 a.m. **Welcome** Judy Mills, IBBG Chair - IBBG & Legislative Update
- 8:00 a.m. **Our Iowa Magazine –** Larry Wiebel
- 8:30 a.m. **Joe Vens - Risk Management for B&B Owners and Operators: What Keeps You Up At Night While Your Guests Are Sleeping Tight?**
- 9:30 a.m. **Ashley Garcia - Hospitality Safety and Sanitation**
- 10:30 a.m. Break & BINGO
- 10:45 a.m. **IBBG Panel:** Opportunity to ask questions of your peers.
- 11:15 a.m. Break & BINGO
- 11:45 a.m. Lunch
- 12:30 p.m. **Visit the Barn**
- 1:00 p.m. **Darcy Maulsby – “A Culinary History of Iowa”**
- 2:00 p.m. Break & Final BINGO & Closing Remark from our Chair, Judy Mills
- 2:30 p.m. **Visit the Barn – final opportunity to visit the Barn and spend your IBBG Bingo gift certificates**
- 3:00 p.m. **Gift Shop Closes – Program concludes**

New this year, no bingo gifts are needed as the gifts will be sponsored by the IBBG Committee. Throughout the day you will be playing BINGO and have the opportunity to win gift certificates, which can be redeemed at the Barn Happy Gift Shop.

NOTE: The Gift Shop will be open at 12:30 p.m. and again at 2:30 p.m. This is when lucky BINGO winners can select items with their BINGO gift certificates.



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Cedar Falls, Iowa

REGISTRATION

Name of B&B: _____

Name(s) of Attendee(s): _____

Address: _____

City: _____ Phone #: _____

Sunday Soup Supper	Fee \$25	Number of Attendees	Sunday Total
Monday (Includes Continental Breakfast, Lunch, Breaks & Conference Materials)	Per Attendee	Number of Attendees	Monday Total
IBBG Member	\$60		
Non-Member	\$65		
Total amount due			\$

Registrations will be accepted until March 16th

Indicate (X) payment mode:

Check # _____ (Payable to IBBG) or AmExp _____ Discover _____ M/C _____ Visa _____

Credit Card # _____ Exp. Date _____ CV2 code _____

Signature _____ **Total Amount \$** _____

Send to: IBBG, 9001 Hickman Rd., Ste. 220, Des Moines, IA 50322
OR Call Shellie to register by phone at 1-800-743-IOWA (4692)