

# The 14 Stages of Guest Interaction with *Bill Bullard*

Inn at Occidental of Sonoma Wine Country

CABBI

Bullard Partners

[bill@bullardpartners.com](mailto:bill@bullardpartners.com)

707-823-0350

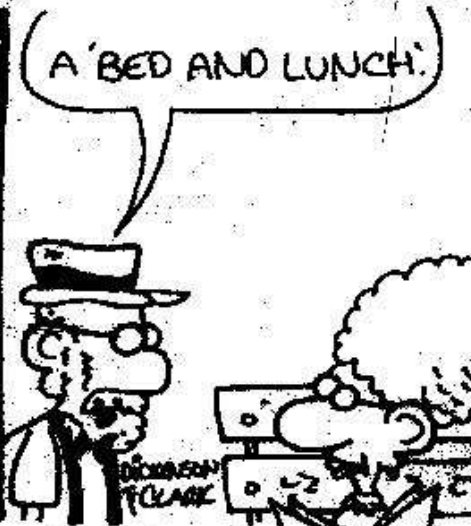
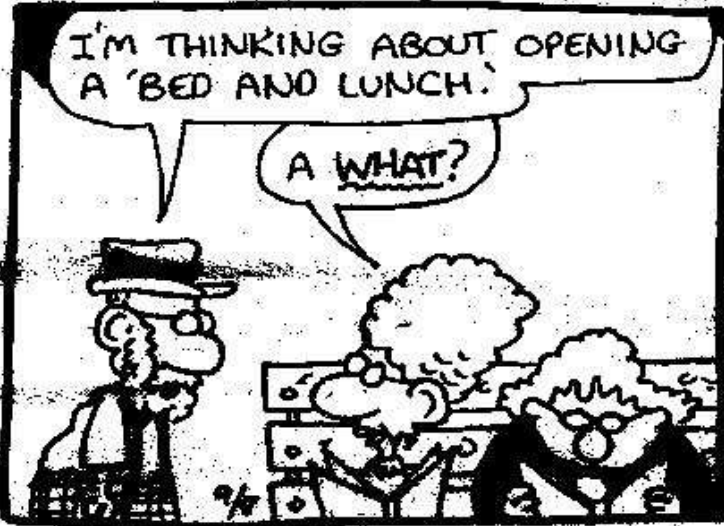


Slides available at  
[www.bullardpartners.com](http://www.bullardpartners.com)

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# LOLA

by Dickenson & Clark



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

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# Proactive Approach

- The Rule of Fives

- Time vs. Money





# Rule of Fives



When you are asked the same question

five times



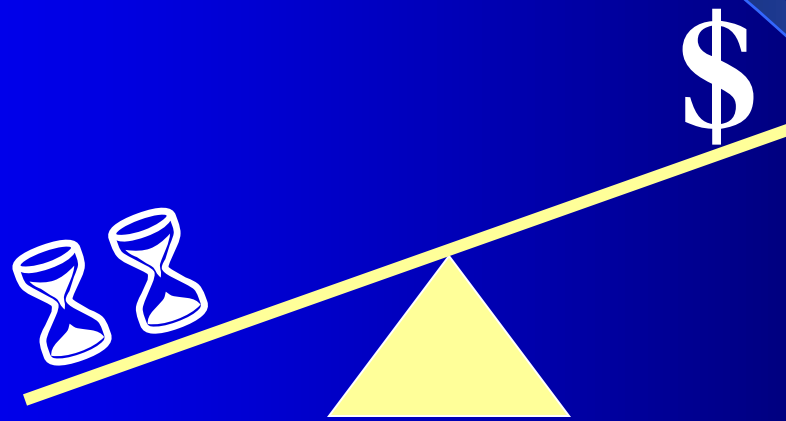
OR

You repeat the same guest task

five times



# Time vs. Money



People's Free Time is now more Valuable



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# Website

## 1<sup>st</sup> Guest Interaction

- Hire a proven B&B website designer
- Expand from the basic pages-  
include **EVERYTHING** there is to do



# Phone/Online Reservations

## 2<sup>nd</sup> Guest Interaction

- Ask only questions that you need to know
- Use a simple form
- Record in RSVP book
- Process all reservations through single person

***Check and Balance***

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Amgen

Rafaela - off.

February 18 Monday President's Day	February 19 Tuesday	February 20 Wednesday	February 21 Thursday
1 - Leaf Umbrella-Q \$249 ZOO	\$209	\$209	\$209
2 - Sugar-K \$249 Minnix + Minnie	\$209 Minnix + Minnie	\$209	\$209
3 - Cut Glass-K \$359	\$309	\$309	\$309 Craig + Eric
4 - Tiffany-Q \$329	\$279	\$279	\$279
5 - Ivory-K \$249 Glickman	\$209	\$209	\$209 Jackie Craig Lindsay
6 - Sandwich Glass-Q \$359	\$309	\$309 TANSI	\$309
7 - Quilt-Q \$329 Keeley	\$279 Keeley	\$279 JOAN	\$279
8 - Marbles-K \$359 Nancy Brown ①	\$309	\$309 Janice Nieder Joan Matlock	\$309 grace
9 - Wine Ctry-K \$329	\$279 Mammen	\$279	\$279
10 - Kitchn Cupbd-Q \$329	\$279	\$279 Printing	\$279



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

**BULLARD PARTNERS**



January 4	January 5	January 6
Friday	Saturday	Sunday
\$225	\$225	1:Leaf Umbrella-Q \$195
\$225	\$225	2: Sugar-K \$195
\$320	\$320	3:Cut Glass-K \$295
\$290	\$290	4:Tiffany-Q \$255
\$225	\$225	5:Ivory-K \$195
\$320	\$320	6:Sandwich Glass-Q \$295
\$290	\$290	7:Quilt-Q \$255
\$320	\$320	8:Marbles-K \$295



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**Reservation Information**

AH BB JK MH PR TN

Calendar

Today's Date: \_\_\_\_\_

How did you originally hear about us?:

- Article: Country Inns
- Article: Nat'l Geographic
- Article: SF Magazine
- Article: \_\_\_\_\_
- Book: AAA Tour
- Book: AAA Tour/B&B Section in Back
- Book: Best Places to Kiss
- Book: Frummers
- Book: Karen Brown
- Book: Napa/Sonoma
- Book: \_\_\_\_\_
- Chamber: \_\_\_\_\_
- Friend of Innkeeper
- Friend/Family-local
- Gift Certificate
- Holidayway Report
- Select Registry
- Inn: \_\_\_\_\_
- Internet
- Osmosis
- Repeat Guest
- Tour: Previously
- TV: Bay Area Backroads
- TV: Travel Channel
- Wedding
- Word of Mouth

Does Guest Know About:

- Check-In(3-9) & Out Times(noon)
- No Smoking in Rooms
- First Night's Stay on Credit Card
- Cancellation Policy (10 days/\$25)
- Dinner
- Point of Sale
- Is There Anything Else We Can Help With???

Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

**Comments**

Thank You Sent

Name \_\_\_\_\_

Companion's Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Day Phone \_\_\_\_\_

-or-

Eve Phone \_\_\_\_\_

Fax (opt.) \_\_\_\_\_

E-Mail \_\_\_\_\_

ROOM # \_\_\_\_\_  Twins  No Feathers:  TV

Arrival Date \_\_\_\_\_

Departure Date \_\_\_\_\_

Rate \_\_\_\_\_ x \_\_\_\_\_ # of Nights = \$ \_\_\_\_\_

Room Tax \_\_\_\_\_

Room Subtotal \_\_\_\_\_

Room Deposit Received \_\_\_\_\_

Room Balance \_\_\_\_\_

Point of Sale \_\_\_\_\_

POS Tax \_\_\_\_\_

**Room & POS Total** \_\_\_\_\_

**Special Event:** \_\_\_\_\_  Delivered

**Package:** \_\_\_\_\_  Delivered

Facility	Date	Time	Party of
Stella's Cafe			
River's End			
Duck Club			
John Ash & Co.			
Lutecia			

Date Sent: \_\_\_\_\_ via  Mail  Fax  EMail

Confirmation  Map  Brochure  RRRWRM

\_\_\_\_\_ By: BB AH



- TV: Bay Area Backroads
- TV: Travel Channel
- Wedding
- Word of Mouth

**Does Guest Know About:**

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**Room & POS Total**

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\_\_\_\_\_ By: BB AH





slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

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# Confirmation

## 3<sup>rd</sup> Guest Interaction

*Email typically*

- Automated through guest software
- Links to extras, activity & dinner website pages
- Link to website directions and PDF file



**FROM SAN FRANCISCO AIRPORT: THE DIRECT ROUTE**

1. Follow Airport Terminal Signs to ROUTE 380 to ROUTE 280. Take the connector to ROUTE 280 NORTH.
2. Follow ROUTE 280 NORTH—it becomes 19<sup>th</sup> AVENUE—you will pass the University, a shopping center and a series of lights as you drive through an urban area.
3. When 19<sup>th</sup> AVENUE goes through a PARK-LIKE SETTING, watch for and follow signs to the GOLDEN GATE BRIDGE. Once you cross the Bridge you will be traveling on ROUTE 101 NORTH.
4. After about 30 minutes you will pass through PETALUMA, PENNGROVE, COTATI & ROUTE 116 EAST.
5. Exit ROBINERT PARK/SEBASTOPOL-116 WEST. Go under a freeway and follow the signs to SEBASTOPOL. Go 7.4 miles and you will be coming into downtown Sebastopol on a one-way street. Stay in the LEFT LANE to the LIGHT (ROUTE 12/Sebastopol Ave). At light, TURN LEFT and go immediately to the RIGHT LANE.
6. Go through the NEXT LIGHT and follow signs to BODEGA BAY.
7. Go 6.4 miles to FREESTONE (at bottom of long curve).
8. Turn RIGHT onto BOHEMIAN HIGHWAY. Go 3.7 miles to the little village of OCCIDENTAL.
9. At the stop sign, TURN RIGHT. Go up the hill to THE INN's private parking lot.

Directions to  
**THE INN**  
at Occidental

**\*\*FROM SAN FRANCISCO AIRPORT: SCENIC ROUTE (BEST DURING COMMUTE TIME, MOSTLY COUNTRY ROADS)**

- 1-3. Follow steps 1-3, as above.
4. In PETALUMA, take the EAST WASHINGTON STREET EXIT and go WEST.
5. Follow the signs to BODEGA BAY and VALLEY FORD, about 19.6 miles. This drive is through beautiful countryside with lovely farms, hills & valleys.
6. Pass through the village of VALLEY FORD, go about .5 mile and turn right to FREESTONE and OCCIDENTAL (Freestone-Valley Ford Rd). Follow this road 2.5 miles until it ends at BODEGA HIGHWAY. TURN RIGHT and go 1.3 miles to FREESTONE.
7. Turn LEFT on BOHEMIAN HIGHWAY and drive 3.7 miles to OCCIDENTAL. At the STOP SIGN, turn RIGHT and go up the hill to THE INN.

**FROM SAN FRANCISCO AIRPORT: COASTAL ROUTE (PLAN TWO HOURS)**

- 1-3. Follow steps 1-3, as above.
4. In MILL VALLEY, take the ROUTE 1 EXIT.
5. Drive NORTH up the coast going through the coastal areas of STINSON BEACH, POINT REYES NATIONAL RESERVE, INVERNESS, and TOMALES BAY.
6. Follow Steps 6 & 7, in the SCENIC ROUTE.

**FROM THE OAKLAND AIRPORT**

1. Take 880 NORTH, following the signs to OAKLAND and SAN FRANCISCO.
2. When you reach the ROUTE 80 intersection, follow 80 to SAN RAFAEL-SACRAMENTO.
3. Take ROUTE 580 to SAN RAFAEL/POINT RICHMOND BRIDGE. Cross the bridge (toll \$2.00) to San Rafael.
4. Take 101 NORTH and follow directions from San Francisco.

**FROM SACRAMENTO**

1. Proceed WEST on ROUTE 80. After the ROUTE 680 Exit, take the ROUTE 12 (West) NAPA/SONOMA Exit.
2. Follow ROUTE 12/SONOMA signs for 21.9 miles into the Town of Sonoma.
3. At the T-intersection in Sonoma, TURN LEFT (E. Napa St.) and continue WEST on ROUTE 12.
4. After 20.1 miles, TURN LEFT on FARMER'S LANE in SANTA ROSA. Follow signs for ROUTE 12 WEST towards ROUTE 101. Cross over ROUTE 101 and continue into SEBASTOPOL, approximately 9.1 miles.
5. Go through SEBASTOPOL on Route 12 WEST (BODEGA HIGHWAY)
6. Follow Steps 7-9 in the DIRECT ROUTE FROM SAN FRANCISCO AIRPORT

**TO THE SAN FRANCISCO AIRPORT FROM THE INN**

1. Leave THE INN and go to the STOP SIGN in OCCIDENTAL.
2. TURN LEFT onto the BOHEMIAN HIGHWAY.
3. At the STOP SIGN, go LEFT on BODEGA HIGHWAY for 6.4 miles to SEBASTOPOL.
4. At the LIGHT, turn RIGHT on ROUTE 116 EAST, go 7.4 miles to 101 SOUTH.
5. As you cross the GOLDEN GATE BRIDGE (toll \$3.00), get into the far RIGHT lane and follow the signs to 19<sup>th</sup> AVENUE.
6. Take 19<sup>th</sup> AVENUE through many traffic lights until it becomes ROUTE 280.
7. Stay on 280 SOUTH several miles and look for signs to SAN FRANCISCO AIRPORT and ROUTE 380.
8. As you EXIT onto ROUTE 380 to the AIRPORT, follow the AIRPORT TERMINAL/CAR RENTAL RETURN signs

**TO THE OAKLAND AIRPORT**

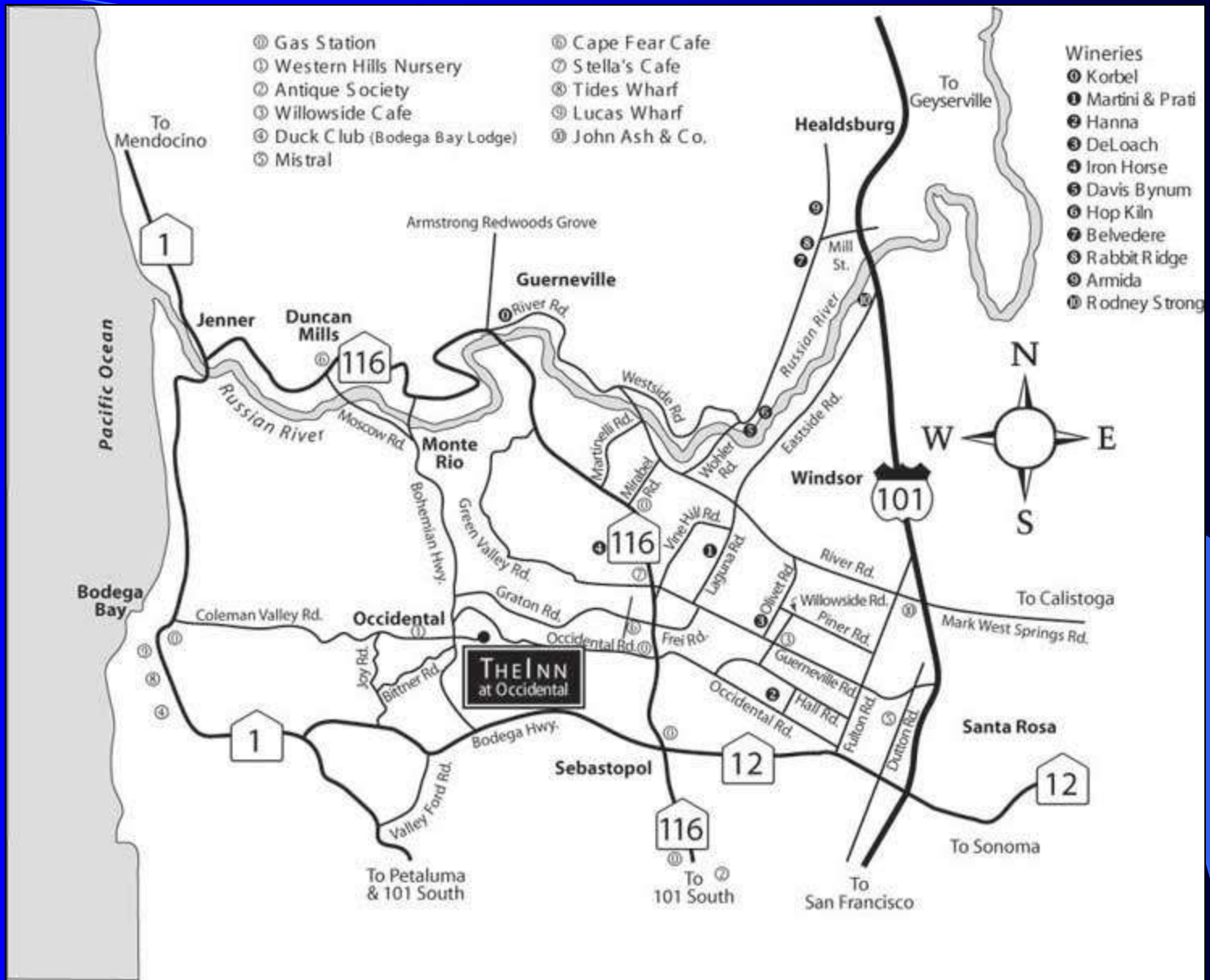
- 1-4. Follow Steps 1-4, as above.
5. Take ROUTE 580 EAST across the RICHMOND BRIDGE/OAKLAND (no toll Eastbound). Continue for 17.1 miles.
6. Continue onto ROUTE 880 SOUTH towards ALAMEDA/SAN JOSE for 9.6 miles.
7. Take HEIGENBERGER RD. EXIT and follow signs to the OAKLAND AIRPORT.

THE INN AT OCCIDENTAL • 3657 CHURCH STREET • PO BOX 857 • OCCIDENTAL, CALIFORNIA 95465  
707/874-1047 • 800/522-6324 Res • 707/874-1078 Fax • innkeeper@innatoccidental.com • www.innatoccidental.com



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

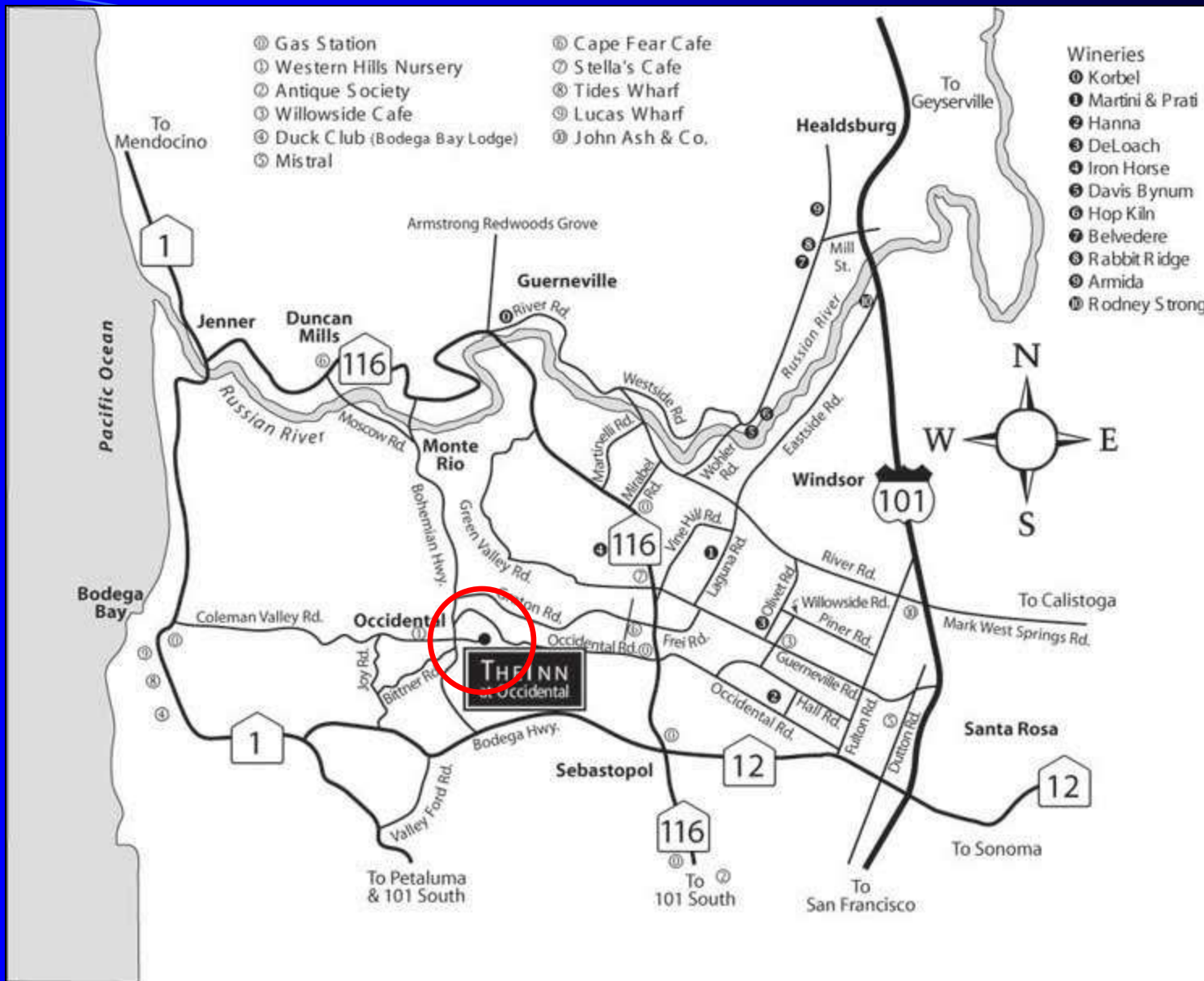
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# Pre-Arrival Email

## 4<sup>th</sup> Guest Interaction

*Looking forward to your stay*

- **Reminder about Dinner Reservations with Links**
- **Reminder about Activities requiring Reservations with Links**
- **Links to Weather website**
- **Things not to Pack (e.g. Hairdryer, Robe, Slippers)**
- **Things to Pack (e.g. Laptop, Cell Phone, Light Jacket)**
- **Extras Available**



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

**BULLARD  
PARTNERS**



Aloha Bill & Jean,

We are looking forward to your arrival on Thursday, April 10<sup>th</sup> for 6 night(s).

Here is helpful information about Holualoa Inn and our island.

#### FEATURES AT THE INN

- **Beach days** The Inn provides the accessories for a comfortable sun. We offer beach chairs, beach towels, mats and ice coolers for your sand. Snorkel equipment is \$15 a day per person, subject to availability.
- **Pack lightly** To cut down on packing we have guest laundry facilities. Island style is very casual; shorts, T-shirts, and sandals are preferred dress code. A light jacket or pullover is nice in the morning and is a must if you are visiting the Mauna Kea Observatory on hiking on the lava be sure to pack sturdy shoes, the lava is hot!
- **Bring your Ipod** Your room has an "iHome" radio for listening. Console charges iPods and plays local radio stations.
- **Wireless Internet** Internet is available through your personal laptop. Please let us know if there's anything we can assist you with to make your trip more enjoyable.
- **Grill to the sunset** The grill faces the ocean; relax with your family. Our gas grill is ready for fresh island fish, the guest grill is ready for your cooking creativity.
- **Room Amenities** The rooms include Oils of Aloha body lotion, Ponds make-up remover towelette, hair dryer. We provide chenille booties and robes.
- **Dinner and Your Arrival** There are no restaurants on the island. Arrive on their first night hungry with no dinner. Please email to: [reservations@holualoainn.com](mailto:reservations@holualoainn.com) with a dinner request, or call 808-392-1812

We have special activities and reservation extras available at this link <http://www.holualoainn.com/specials.htm> Enhance your Hawai'i experience with lei greetings, helicopter tours, luaus, snorkel equipment, and a romantic evening.

slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

ACTIVITIES AND OUR COMMUNITY for more details on land, sea, and air adventures. <http://www.holualoainn.com/activities.htm>

- **The Volcano** The Volcano lava flow changes from day to day, hour to hour. Visit Kona and the Big Island are full of wonderful adventures and activities. most current lava update call 808-985-6000 Helicopter rides offer a great perspective for red lava and volcanic action. (Especially if you don't wish to hike several miles to see volcanic activity) To adventure and hike over old lava flows allow plenty of time, water, and sturdy shoes. Volcano National Park is approximately 2 1/2 hours away from the Inn. Many people like to hike the volcano at night, to see the glow of the lava, if you choose this experience you will each need a flashlight.
- **Snorkeling and Diving**, Kona is famous for warm clear waters and deep diving locations. Hawaii has manta rays, turtles, endemic tropical fish, whales, monk seals, and dolphins. The Inn provides snorkel equipment, subject to availability and advanced reservations. Please email us at [reservations@holualoainn.com](mailto:reservations@holualoainn.com) to inquire upon availability, or give us a call at 1-800-392-1812
- **Art lessons and Galleries** <http://www.donkeymillartcenter.org/> The Donkey Mill art center is located just minutes away from the Inn. Boost your creativity with a weekend workshop. Holualoa is the town of art appreciation, full of galleries, coffee, and history.

**Weather** The refreshing, cool climate at the Inn is a respite from the often warm and humid coastline. Our average temperature range fluctuates from 75 - 85 degrees in the summer and 60-75 degrees in the winter. <http://www.findlocalweather.com/forecast/hj/holualoa.html>

#### Upcoming Events

Mahalo Nui Loa,  
(thank you very much)

Chella Cook and  
Your friends at the Holualoa Inn  
"Best Bed & Breakfast 2006" ~ West Hawaii Today  
800-392-1812 toll-free  
808-324-1121 local  
mailto:reservations@holualoainn.com  
<http://www.holualoainn.com>



**Bullard - Bullard Partners**

Hyatt E-Concierge [Concierge@HyattE-Concierge.com]  
Monday, March 23, 2009 11:12 PM  
BILL@BULLARDPARTNERS.COM  
Hyatt Regency Atlanta 7 Day Arrival Notice - WILLIAM BULLARD - 23620841

[Print E-Mail](#)

[Visit Hyatt.com](#)  
[Customer Service](#)



[Hyatt E-Concierge](#) [Visit Hotel Website](#)

**Hyatt Regency  
Atlanta**

200 Peachtree Street Northeast  
Atlanta, GA, US  
Tel: 404-577-1234  
Fax: 404-588-4337

Greetings from Hyatt Regency Atlanta,  
Hyatt Regency Atlanta is excited about your upcoming stay, arriving on Tuesday, March 31, 2009 and departing on Thursday, April 2, 2009.

Remember, you can still use Hyatt E-Concierge to create a memorable stay with our hotel. Plan activities, arrange transportation, make restaurant reservations, and more. Within 24 hours, we'll send back a complete itinerary confirming your requests. [Click here](#) to use the new Hyatt E-Concierge.

Plus, now your nights at Hyatt can be even more rewarding. You can earn up to 20,000 bonus points with Hyatt Gold Passport's More Than a Bonus promotion. [Register now.](#)

We look forward to your Tuesday, March 31, 2009 arrival. Thank you again for choosing Hyatt.

Warm regards,

Joe Hindley  
General Manager  
Hyatt Regency Atlanta

**10-Day Forecast for: ATLANTA, GA**

	<b>Tonight</b> Partly cloudy - Low 44
	<b>Tomorrow</b> Some sun, then clouds - High 69
	<b>Tomorrow Night</b> Cloudy - Low 49
	<b>Wednesday 3/25</b> Thundery rain in the p.m. - High 60 / Low 53
	<b>Thursday 3/26</b> Periods of rain and a t-storm - High 60 / Low 55
	<b>Friday 3/27</b> Cloudy with a chance of rain - High 65 / Low 56
	<b>Saturday 3/28</b> Cloudy, chance for rain - High 70 / Low 50
	<b>Sunday 3/29</b> Partly sunny and windy - High 70 / Low 50
	<b>Monday 3/30</b> Periods of rain - High 66 / Low 43
	<b>Tuesday 3/31</b> Partly sunny - High 59 / Low 43
	<b>Wednesday 4/1</b> Clouds and sun - High 67 / Low 50

**Requested Services**

Recently, you have requested no additional services for this stay. Click the [Hyatt E-Concierge](#) link to see a list of services offered at this hotel.

[View Directions](#)



Inspected & Approved

slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

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# Arrival

## 5<sup>th</sup> Guest Interaction

- Hand Guest all Reservation Cards
  - include Directions, Phone, Address
- Late Check-in Boxes





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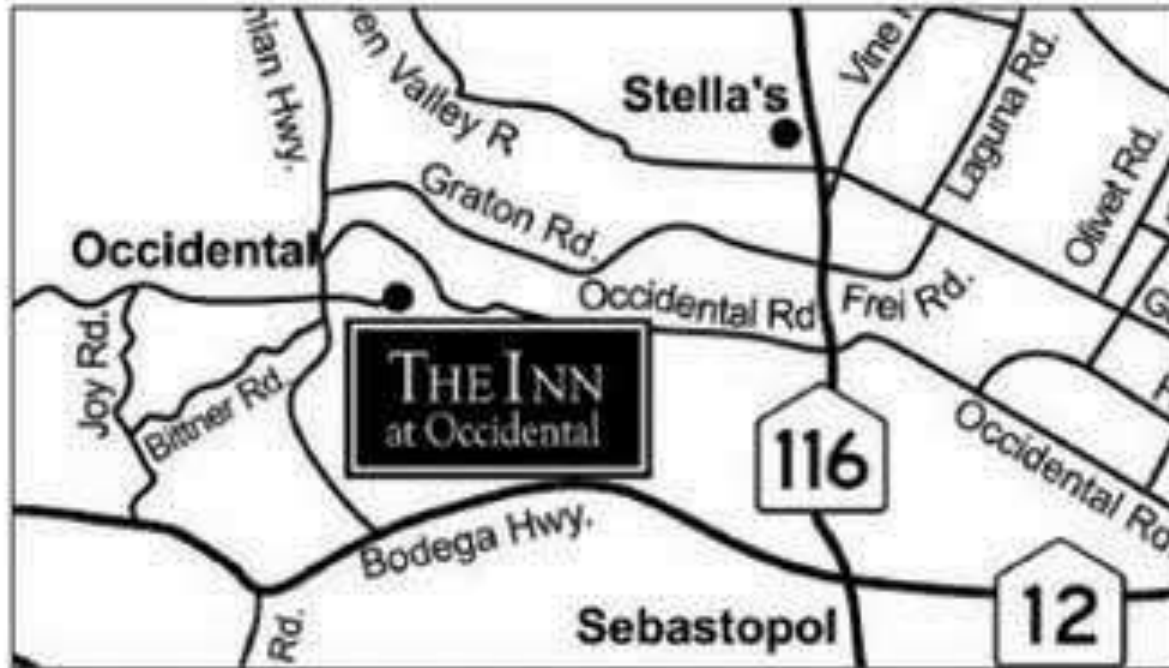


## DIRECTIONS TO MIXS CAFÉ IN SANTA ROSA

1. Leave the Inn parking lot and drive forward to the stop sign.
2. Make a left onto Bohemian Highway.
3. Follow until dead ends on Bodega Highway. Make a left.
4. Follow Highway 12 through Sebastopol. Automatically turns into Highway 12.
5. Exit on the Eureka/Highway 101 North Exit.
6. Follow Highway 101 North to the 4<sup>th</sup> Street/Downtown Santa Rosa Exit.
7. 4<sup>th</sup> Street will turn to the right. Follow to 2<sup>nd</sup> stoplight.

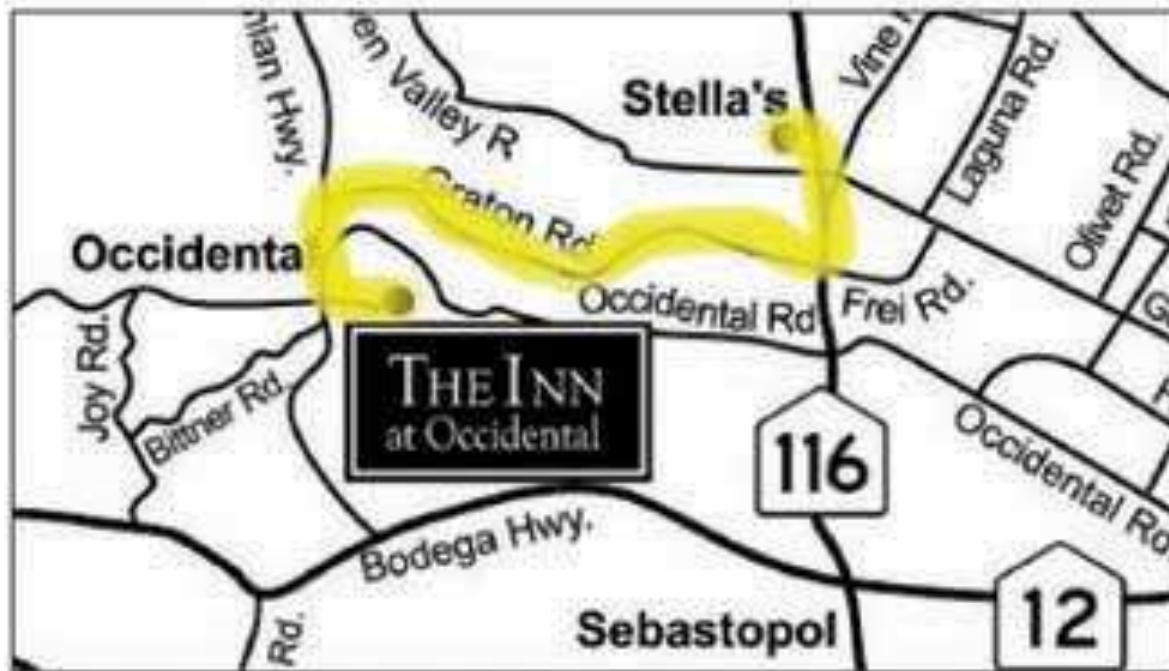
Is on the left corner (4<sup>th</sup> and Davis). Building with green canopy.





- 1) Go to the STOP SIGN in OCCIDENTAL. TURN RIGHT and go to GRATON ROAD (about 2 blocks).
- 2) TURN RIGHT onto GRATON ROAD. Go about 6 miles to the end at the ROUTE 116 BLINKING LIGHT.
- 3) TURN LEFT and continue until Mom's Apple Pie/Stella's Café on LEFT.





- 1) Go to the STOP SIGN in OCCIDENTAL. TURN RIGHT and go to GRATON ROAD (about 2 blocks).
- 2) TURN RIGHT onto GRATON ROAD. Go about 6 miles to the end at the ROUTE 116 BLINKING LIGHT.
- 3) TURN LEFT and continue until Mom's Apple Pie/Stella's Café on LEFT.



# THE INN AT ccidental

Sonoma Wine Country 800-522-6324 [www.innatoccidental.com](http://www.innatoccidental.com)

We have made you a reservation at Stella's Café for

at \_\_\_\_\_

Driving Time: 10-15 minutes Dress: Casual

Please tell us about your dinner experience.

We will share your ratings with future guests.

Rating (5=Excellent, 1=Poor)

Service \_\_\_\_\_ Cuisine \_\_\_\_\_

Comments: \_\_\_\_\_

Phone: (707) 823-6637

*Thanks!*



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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# Paper Supplies

- Find your local paper wholesaler
  - Select paper, cover stock, and envelopes that are stock items... no special orders
- Have local printer cut cover stock into ¼ sizes
- Have your logo designer make a masthead
- Use MS Word to create cards
- Use a standard dot matrix or laser printer (Costco), consider color laser

***Need Help? Find a 15-year old whiz kid***

***slides available at [www.bullardpartners.com](http://www.bullardpartners.com)***



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# Late Check-in

[www.GESecurity.com](http://www.GESecurity.com)  
(formerly Supra)

- 1) [www.homedepot.com](http://www.homedepot.com)
- 2) [www.lvsales.com](http://www.lvsales.com)

Key Safe Pro (big)  
Key Safe Original (small)



**THE INN AT Occidental**  
**SATURNELLI**

Your room keys are in Box 2. To access them, please use your four digit code.

There are directions to your room in this envelope. Please ask us in the morning for help planning your day.



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

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# Room Information

## 6<sup>th</sup> Guest Interaction

- Inspect Rooms before Check-in Time
- Welcome Note (by hand)

*Guests don't listen during check-in*

- Guest Directory
- Signs (pros/cons)
  - Place Info Card visible with Important Details  
e.g. Breakfast, Smoking, Check-out, Turn-down
- Comment Card
- Postcards
- Letterhead
- Forgotten Amenities
- Note Under the Bed/Over Armoire

Use check off sheets  
Have templates!





# Room Checks

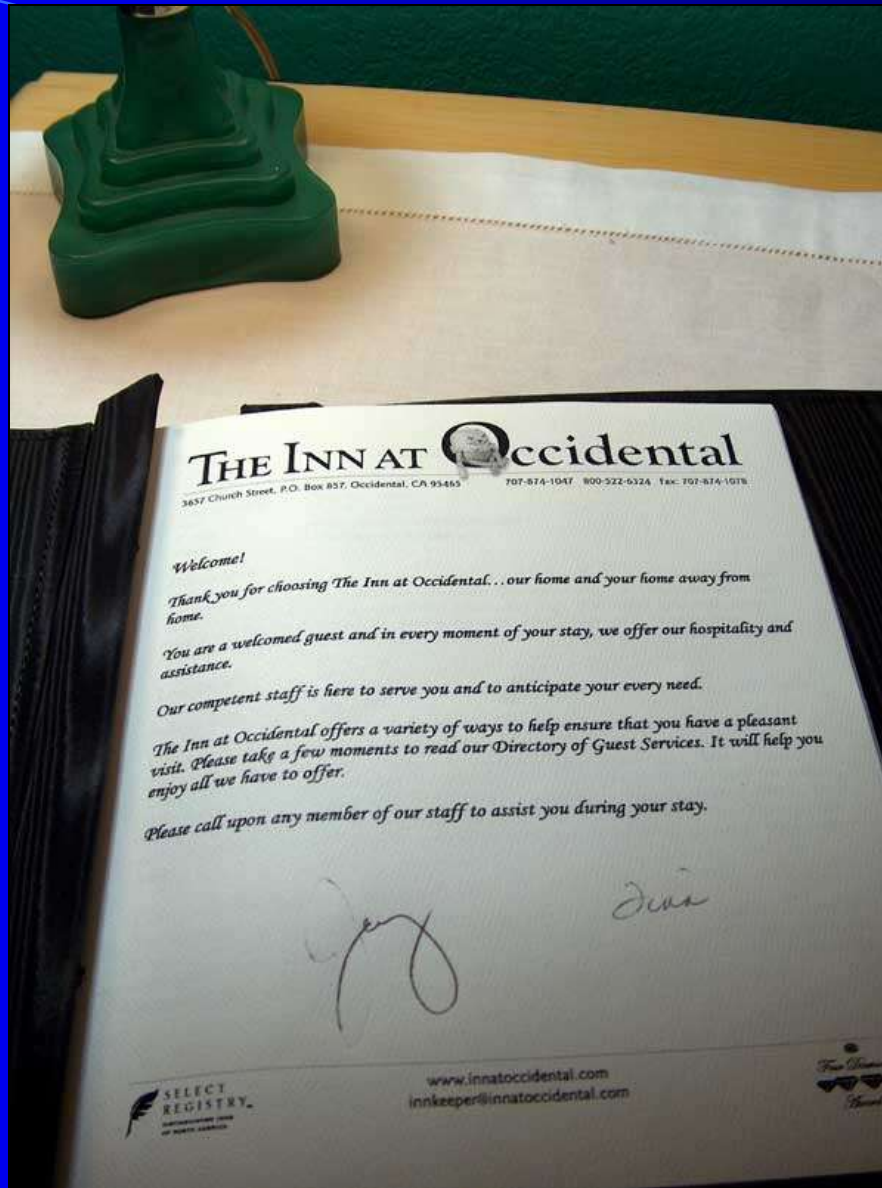
Initial	Room #	Check Out	Check In								
	1			<input type="checkbox"/> Alarm	<input type="checkbox"/> Lights	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes				
	2			<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Alarm	<input type="checkbox"/> Lights			<input type="checkbox"/> Hot Tub	
	3			<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Alarm	<input type="checkbox"/> Towels	<input type="checkbox"/> Lights		<input type="checkbox"/> Outside	<input type="checkbox"/> Fireplace	
	4			<input type="checkbox"/> Alarm	<input type="checkbox"/> Towels	<input type="checkbox"/> Lights	<input type="checkbox"/> 2 Robes			<input type="checkbox"/> Ivory Water	
	5			<input type="checkbox"/> Lights	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Towels	<input type="checkbox"/> Alarm			<input type="checkbox"/> Candle/Match	
	6			<input type="checkbox"/> Towels	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> 2 Robes				
	7			<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Towels	<input type="checkbox"/> Alarm	<input type="checkbox"/> Lights			<input type="checkbox"/> Candle/Match	
	8			<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	9			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	10			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	11			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	12			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	14			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	15			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	16			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> 2 Robes	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm	<input type="checkbox"/> Candle/Match	
	17			<input type="checkbox"/> Fireplace	<input type="checkbox"/> Outside	<input type="checkbox"/> Towels	<input type="checkbox"/> All Kitchen	<input type="checkbox"/> Lights	<input type="checkbox"/> Alarm		
	SC										

You are the last eyes that see the room before the guests. You are taking responsibility that each room is completely checked.

Here's the basics – you are looking for anything a guest would notice!

- Overall appearance when you walk in – all in place, cobwebs
- Check under bed and in drawers
- Chairs facing each other and cushions fluffed or turned over.
- Magazines in order, no strange publications.
- Postcards/clean comment card/lunch basket
- Outside – deck chairs look arranged, no butts.
- Closet: robes, sodas/waters, hangers look neat, pillows and blanket look tidy.
- Bathroom: duckies, amenities right side up, towels, room spray facing front, TP folded, soap dish arranged, soap in shower.



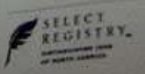


# THE INN AT Occidental

3857 Church Street, P.O. Box 837, Occidental, CA 95465 707-874-1047 800-522-6324 Fax: 707-874-1018

*Welcome!*  
*Thank you for choosing The Inn at Occidental... our home and your home away from home.*  
*You are a welcomed guest and in every moment of your stay, we offer our hospitality and assistance.*  
*Our competent staff is here to serve you and to anticipate your every need.*  
*The Inn at Occidental offers a variety of ways to help ensure that you have a pleasant visit. Please take a few moments to read our Directory of Guest Services. It will help you enjoy all we have to offer.*  
*Please call upon any member of our staff to assist you during your stay.*

*[Handwritten signature]* *[Handwritten signature]*



www.innatoccidental.com  
innkeeper@innatoccidental.com



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

**BULLARD PARTNERS**



**THE INN AT Occidental**

3837 Chuck Street, P.O. Box 837, Occidental, CA 95467 707-474-0847 800-322-6124 Fax: 707-474-1078

**FYI...**

Coffee Available: 7:00 am ~ Main House Alcove  
Breakfast: 8:00-10:00 am ~ Main House  
Dining Room (Lower Level)

Wine & Cheese Hour: 5:30-6:30 pm ~ Living Room  
*Confections du Jour*: 8:00 pm ~ Main House Foyer

Check Out is Noon  
Please ~ No Smoking in the Inn or Guest Rooms



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

**BULLARD  
PARTNERS**

# *Sweet Dreams*

*Imagine the perfect sleep...  
we did.*

FOR YOUR COMFORT,  
TURNDOWN SERVICE IS PROVIDED BETWEEN 5:30 AND 9:30 PM  
PLEASE CALL OUR STAR SERVICE HOTLINE IF YOU WOULD  
LIKE US TO REFRESH YOUR ROOM.

THANK YOU.



LOEWS  
CORONADO BAY RESORT  
SAN DIEGO



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

**BULLARD  
PARTNERS**

# THE INN AT Occidental

3657 Church Street, P.O. Box 857, Occidental, CA 95465

707-874-1047 800-522-8324 Fax: 707-874-1078

From the temporary residence of  
June Bertorelli



[www.innatoccidental.com](http://www.innatoccidental.com)  
[innatexp@innatoccidental.com](mailto:innatexp@innatoccidental.com)



slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

**BULLARD  
PARTNERS**

# THE INN AT Occidental

ionoma Wine Country 800-522-6324 www.innatoccidental.com

## *Forget Something?*

*We want to make sure you are comfortable. If you are in need of essential toiletries, we have a selection of complimentary items available.*

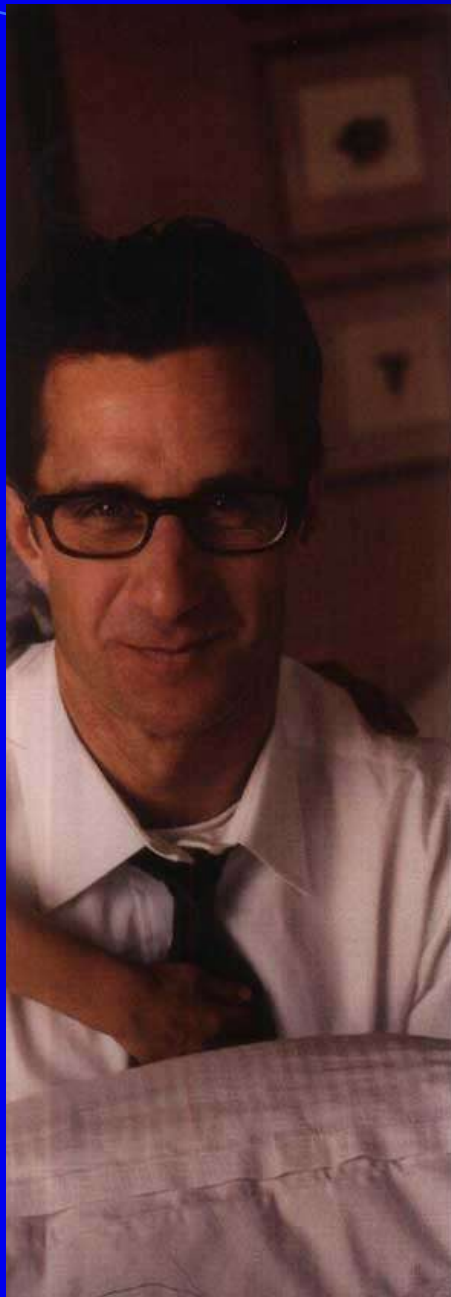
*These items are stored in the desk drawer at the top of the stairs in the main building next to the Tiffany Room.*

*If there is anything else we can do to make your stay more enjoyable, please do not hesitate to ask any of us.*



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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## HOMESWEETLOEWS

Being away from home doesn't mean you can't feel at home. That's why Loews offers those little extras that can make your stay more comfortable.

If you'd like any of the items below for use during your visit with us, just press "star service" to have it delivered to your room.

**CHENILLE THROWS**

**ITTY BITTY LIGHTS**

**PUTTING GREEN GAME**

**AIR PURIFIER**

**SOUND MACHINE**

**CD PLAYER**

**WALKMAN/DISCMAN**

**TAPES/CD'S**

**NIGHT-LIGHT**

**HUMIDIFIER**

**READING GLASSES**

**LIGHTED MAKEUP MIRROR**

**CURLING IRON**

**HOT ROLLERS**

**SPECIAL DOWN OR FOAM PILLOWS\***

**INDIVIDUAL WORKOUT EQUIPMENT\***

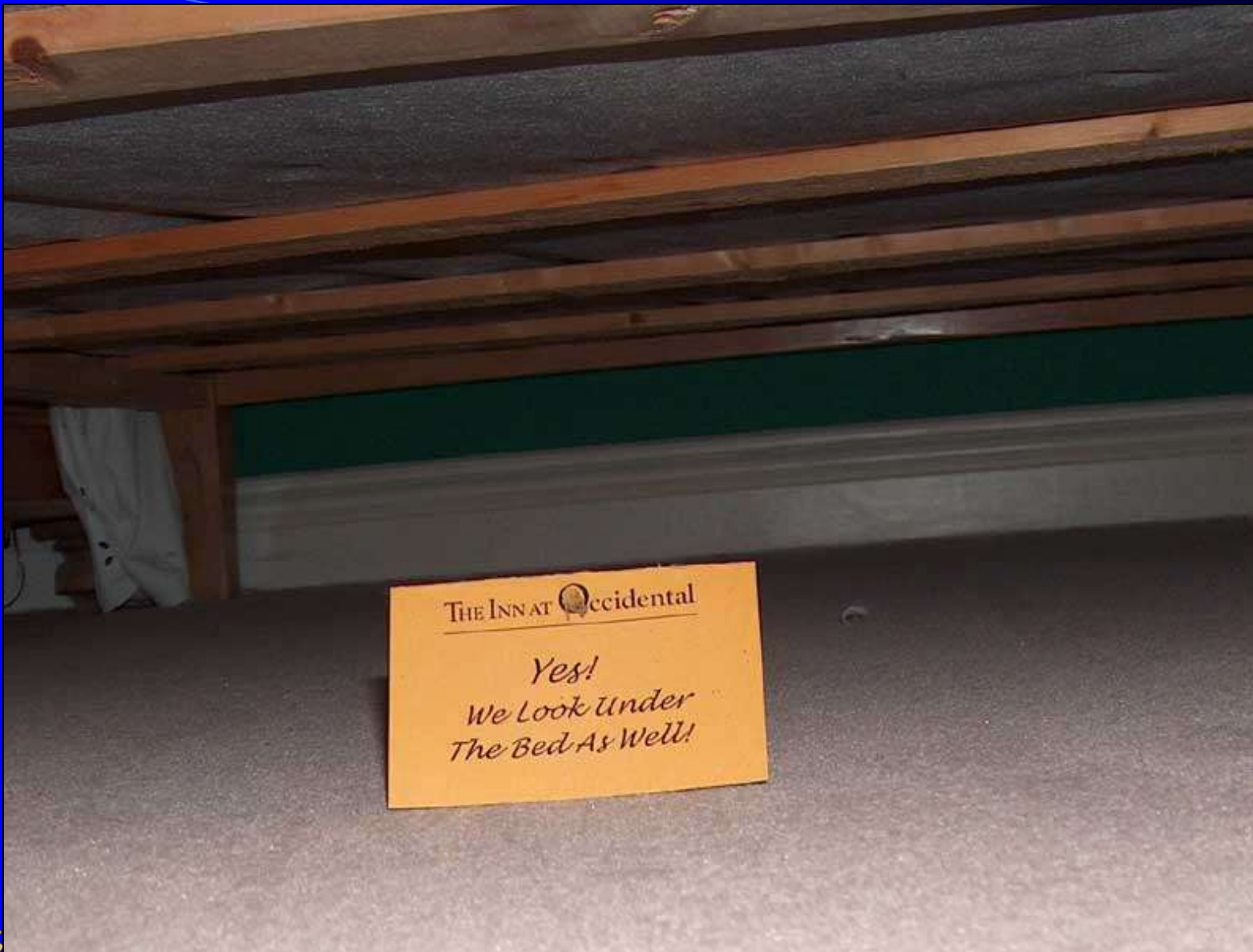
AVAILABILITY ON CERTAIN ITEMS MAY BE LIMITED. WE APPRECIATE YOUR UNDERSTANDING.

\*SEE REVERSE SIDE FOR OPTIONS.



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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# Guest Resources

## 7<sup>th</sup> Guest Interaction

- Internet Access, wired/wireless
- Guest Computer
- Burn Guest Pictures
- Press Binder
- Brochure Rack



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# Evening Reception

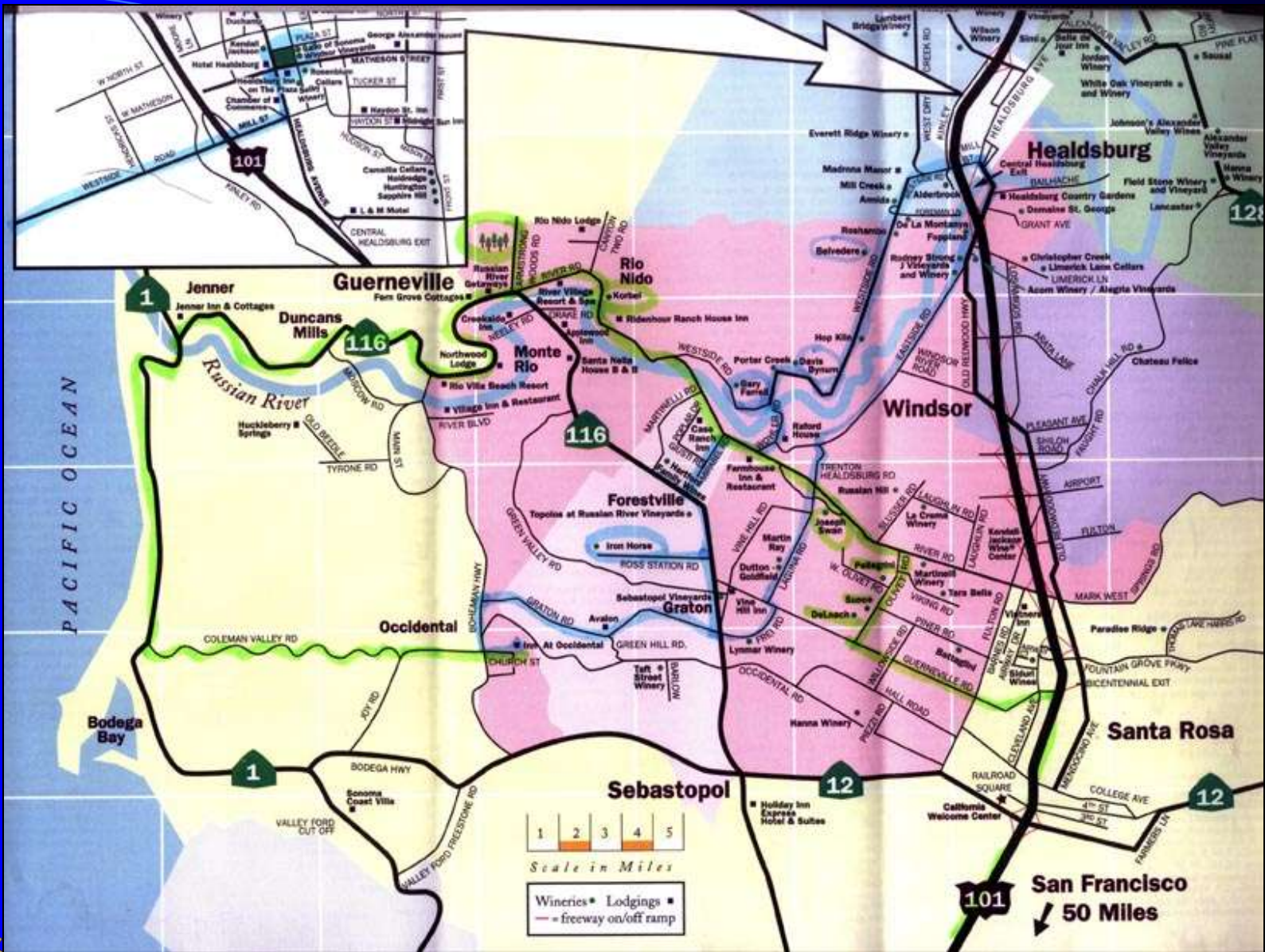
## 8<sup>th</sup> Guest Interaction

- Interaction
- Hosted Event
- Offer Dinner Menus and Recommendations
- Discuss Plans for Next Day(s)
- Provide Map and Activity Pamphlets
- Offer Personal Touch and Insight



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## ANTIQUING

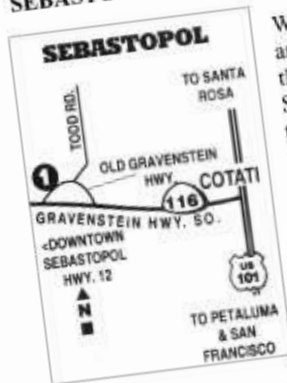
There are several towns in Sonoma County in which you can have fun looking for some special treasure to take home as a memento of your visit to The Inn. There are some wonderful "finds" in these shops; but more often than not you will find country antiques – and more than I'd like to admit a fair amount of "collectibles". Still there is some serious antiquing here and there and you never know when you will find something really wonderful. And wonderful can be especially great when what you find is outside the antique dealer's field of expertise and is significantly underpriced. That's what drives those of us with a serious passion for antiques to keep looking. I'm always amused when I go into an antique shop and the dealer asks what I'm looking for. My response is that "I'll know when I see it"; and as you visit The Inn you'll understand why that answer is so "right on."

## BODEGA

In the little town of Bodega there's an antique shop called the Wooden Duck; as you travel west along Bodega Highway you will see the spire of a church up on the hill to your left. Turn at the foot of the street a short distance up the hill and you will find the Wooden Duck on your left. It's an antique shop that will remind those of you of New England – with its collections of pattern glass, china, lamps, silver and furniture. The Wooden Duck is only open Saturday and Sunday afternoons

from 12 until 5 PM. A bonus of visiting this shop is its location across the street from the "school house" of Alfred Hitchcock's *The Birds*. You can just see the children running down the hill from the attacking birds.

## SEBASTOPOL

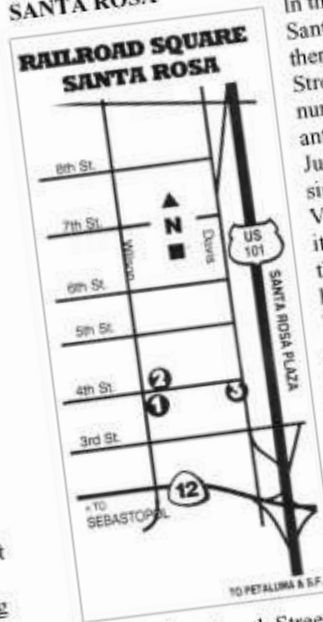


While there are no antique shops in the town of Sebastopol, if you travel south of the town on Gravenstein Highway (Route 116) you will find numerous shops located on both sides of the highway.

Further down the highway are two antique shops from which treasures are now at The Inn. The Antique Society is located on the left about 3 miles south of the intersection of Route 12 and Route 116. It's a silver building set back a bit from the road. It's a large multi-dealer shop and has a wide variety of merchandise. I've found some really wonderful things.

Further down Route 116 also on the left is the School Bell Antiques – also a multi-dealer group shop. It's worthy of a stop and you may find that something for which you have been looking. If you're ready to consider a real piece of country, stop across the street at

## SANTA ROSA



one block to Fourth Street. Turn right, park and enjoy – Grab a specialty coffee drink at Flying Goat's Santa Rosa location.

In the city of Santa Rosa there's Fourth Street and on it a number of antique shops. Just follow the signs to the Visitor Center; it's located on the west side of highway 101. Turn left off the downtown exit from Route 101 (Route 12 to Eureka) onto Third Street under 101 to Wilson Street and then north

Ray's Salvage (open Thursday – Sunday). Ray finds the most unbelievable stuff; and you never know what will be right up your alley.



# Winery Map & Passes

Cedar Gables Inn - 486 Coombs Street - Napa, CA 94559 707-224-7969



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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# Return from Dinner

## 9<sup>th</sup> Guest Interaction

- Provide Place to Deposit Comment Cards
- Sweet Dreams
- Tomorrow's Weather info Posted or Slipped under Room Door





A thought  
It is better to be heard  
Then never seen  
- anonymous

# THE INN AT Occidental

## Monday's Weather

		
Sunny	Partly Cloudy	Rain Likely

The Forecasted High Temperature: \_\_\_\_\_  
**Remember** - Sonoma County cools down quickly in the evenings. You may want to bring a jacket or sweater to dinner



# Music & Lights



## Timers



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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# Breakfast

## 10<sup>th</sup> Guest Interaction

- Confirm Plans
- Answer Additional Questions
- Fail-Safe for Missed Guests
- Provide Recipes



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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## Homemade Granola

5 cups uncooked oats

1 cup sliced almonds

1 cup broken walnut meats

1 cup chopped pecans

1 cup sesame seeds

1 cup wheat germ

1 cup shredded coconut

1 cup **unsalted sunflower seeds**

1 cup safflower oil

1 cup honey

1 cup raisins

1 cup currants

Preheat oven to 325°. Combine ingredients in **bold** and mix well. Heat oil and honey together in small pan until melded. Pour over dry ingredients and mix well. Spread mixture onto cookie sheets and bake for approx. 20 minutes.

When cool, add raisins and currants.



## THE INN at Occidental

### Homemade Granola

5 cups uncooked oats  
1 cup sliced almonds  
1 cup broken walnut meats  
1 cup chopped pecans  
1 cup sesame seeds  
1 cup wheat germ

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800-522-6324

www.innatoccidental.com

## THE INN at Occidental

### Homemade Granola

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*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

**BULLARD  
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# THE INN AT ccidental

Sonoma Wine Country 800-522-6324 [www.innatoccidental.com](http://www.innatoccidental.com)

## Homemade Granola

**5 cups uncooked oats**  
**1 cup sliced almonds**  
**1 cup broken walnut meats**  
**1 cup chopped pecans**  
1 cup sesame seeds  
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*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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# Check Out

## 11<sup>th</sup> Guest Interaction

- Ask about Stay
- Ask about any Questions
- Hand out Association Material



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## Reorder List

Item	Reorder	Amount	Vendor	Number	Notes
Glasses, red (Anchor, 80013)	100	1 case (24)	Castino	585-3566	In stock
Glasses, water (Libbey, 3915)	60	1 case (36)	Castino	585-3566	Special Order
Glasses, white (Anchor, 80022)	100	1 case (24)	Castino	585-3566	In Stock
Mugs, white	60	4 cases (144)	YNIP	800-200-0814	Bill must order
Mugs, M1040 (burgundy, hunter, navy)	60	100	Cloth & Clay	888-646-0238	Select colors
Coffee, Jack's Blend	10lbs	30lbs	Flying Goat	433-3599	Pick up in Santa Rosa
Coffee, Opening Night Decaf	5lbs	10lbs	Flying Goat	433-3599	Pick up in Santa Rosa
Wine, DeLoach Zinfandel, 73076 "giving numbers"	1case	1case	3cases	American	800-424-1174 Acct: 26610
Wine, Belvedere Chardonnay, 41483 "giving numbers"	1case	3cases	3cases	American	800-424-1174 Acct: 26610
Wine, Blackstone Merlot	1case	1 case	Iron Horse	824-2401	pu at Pacific Vinters Group
Wine, Iron Horse Russian Cuvee	2 cases	10 cases	Iron Horse	887-1507	
Wine, Blackstone Merlot, Wine Warehouse, \$108 a case, \$94 a case when we order 3 case min.	4cases	17cases	Tea Works	800-339-1410 www.crushedgrapes.com	
Tea, Earl Grey & English Breakfast	12	40 @ \$1.50	Heart's Desire	949-369-9800	Specify blends
Truffles (any four flavors)	12	4 case break (24ea)	Young's Market	586-2266	Pick up in SR
Champagne, Korbel Brut, 71141	1case	3cases	American	800-627-0227, 1	Acct: 49065-000 ~\$5.7 each
Champagne, Gloria Ferrar R. Cuvee 05910	1case	3cases	American	800-424-1174	Acct: 26610
Chocolates, Room				415-345-0008	Fax Hotel Amenities
Soap					Roger & Jackie
Shampoo					
Lotion					
Conditioner					
Shirts					
Bears			RobeWorks, Lillian	213-687-1177	Single orders okay
Pull Toys	12	12	Bonami	925-671-9154	Calls on Thursday, Deliver Sat.
Robes			Peter Pauper Press	800-833-2311	f9146810389 order sheet made
Pastries	12	24			
Little Books Acct. #26476			Oak Hills Farm	800-878-7808	Acct: 8913
Salad Dressing	1 bottle	1 case	americanhotel.com	ID: rottweiler	password: 5626
Makeup Remover	1 Gallon	1 case	Manzana Products	823-5313	Order and Bill will Pick Up
Apple Juice	1 Gallon	1 case	Woods Maple Syrup	715-639-5124	
Syrup					



**Create Reorder "Cards"**  
 slides available at [www.bullardpartners.com](http://www.bullardpartners.com)

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PARTNERS**

# Thank You

## 12<sup>th</sup> Guest Interaction

- After check out, print thank you envelope
  - Use an accordion file to store them
- Approximately Two Weeks Later
- Send Card and Gift (something less than one ounce, e.g. Picture Magnet, Tea Bag)
- Response to Comment Card



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

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# Survey

## 13<sup>th</sup> Guest Interaction

- Create Survey with [surveymonkey.com](https://www.surveymonkey.com)
  - Ask 3-5 questions about the stay
  - Ask questions about improvements that you are considering
  - Create logical questions and send positive guests links to online review pages
- Include Contest for Free Stay to Create Interest



# Emails and Postcards

## 14<sup>th</sup> Guest Interaction

- “Touch” Guests on a Regular Basis
  - iContact, Constant Contact, Vertical Response
- Use guest management software to create custom groups or specific states to target



# Go Implement!

(but take small bites)



*slides available at [www.bullardpartners.com](http://www.bullardpartners.com)*

**BULLARD  
PARTNERS**

# The 14 Stages of Guest Interaction with *Bill Bullard*

Inn at Occidental of Sonoma Wine Country

CABBI

Bullard Partners

[bill@bullardpartners.com](mailto:bill@bullardpartners.com)

707-823-0350



Slides available at  
[www.bullardpartners.com](http://www.bullardpartners.com)

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