

## Increase Productivity is goal of new Select Registry and Small Retreats initiative

### Unique destinations add motivating reward to full service meetings

Orlando – October 23, 2011: To thrive and not just survive, the experts stress it is more important than ever to build a company culture of appreciation for both customers and employees. It is that imperative that led Select Registry to create their “One of a Kind” Small Retreats venture.

Unique destinations, intimate settings allowing for ‘all house Buy-outs’ and 1:1 access to the owners of these 24 properties clearly separate meetings here from traditional hotels. Such will be the case for planners at any of these 24 of the 350+ members of Select Registry – the largest marketing consortium of Inns and Boutique Hotels in North America.

**The very first pioneer of the group is the Inn Above Onion Creek – with 12 rooms, 2 suites, 2 cottages and meeting space for 18 – located in Kyle, TX, just south of Austin. “We started hosting groups 3 years ago,” says Innkeeper Amy Dolan, “and doing so now with the support of Select Registry, we look forward to hosting more meetings in the future, and giving each meeting our undivided attention.”**

Select Registry selected Jim Miller & Associates to direct a sales and marketing effort to generate well qualified leads for groups looking to meet mid-week and do so in these venues that offer exclusivity and affordability.

“Many Select Registry inns have been a well-kept secret in attracting corporate business Sunday through Thursday,” said Will Carlson, Executive Director of Select Registry. “Jim and his team have recognized this and have put together a program that works well for those members who are well suited for this clientele.”

Adding to the One of a Kind approach taken by this venture, Jim Miller and Associates can ensure an initial reply and quote to any inquiry within 60 minutes; “It’s all part of the immediate accessibility to ownership – the same who will be coordinating the details, personally welcoming the groups and pouring the morning coffee”, adds Miller.

“This venture is a huge break-through for us and has benefits for everyone involved,” suggests Dudley Patteson, owner of the Hope and Glory Inn, VA and the motivated chairman of the SR=Small Retreats committee. “We have great properties, Jim and his team have already become great partners with us and we know groups love meeting at our Inns. It is a perfect time for us to offer meeting planners and executives who plan meetings, a number of Off - Site stellar destinations, which until now have not been aggressive in promoting their interest and capability of hosting Small Retreats.

The Select Registry = SMALL RETREATs venture was officially launched on September 26 with an appearance at the Small Market Meetings Conference in Little Rock, with 24 outlier Inns/Boutiques representing the Mid-Atlantic, Northeast, Northern FL / Carolinas, Texas/Southwest, Chicago/Midwest and the entire West Coast.

***To help celebrate this One of a Kind meeting venture, our 24 SMALL RETREAT members are prepared to make a number of enticing offers to book meetings for anytime in the future and confirm by 12/15/11.***

[www.selectregistry.com](http://www.selectregistry.com)

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