

## **From Avery Lane Maxwell, Pocket Innkeeper™ / Galena House Academy**

In the spirit of quiet confidence and with deep gratitude, I pen this letter to articulate the 'why' behind Pocket Innkeeper™ and Galena House. This venture is more than a business; it's a continuation of a vision, a commitment to stewardship, and a testament to the enduring power of human-centered hospitality—principles deeply rooted in the legacy of Bruce Knoepfel.

### **Honoring Bruce's Vision**

Bruce Knoepfel, a visionary in his own right, understood the profound impact of genuine connection and thoughtful service. His approach to hospitality was not transactional but transformational, creating spaces where guests felt seen, valued, and truly at home. Pocket Innkeeper™ and Galena House were born from a desire to perpetuate this ethos, ensuring that Bruce's values continue to resonate within the hospitality landscape.

### **Stewardship and Continuity**

We see ourselves as stewards of a legacy, entrusted with the responsibility of nurturing and growing what Bruce began. This stewardship extends beyond financial success; it encompasses a commitment to ethical practices, sustainable operations, and a deep respect for the communities in which we operate. Our decisions are guided by a long-term vision, ensuring that Pocket Innkeeper™ and Galena House remain beacons of integrity and excellence for generations to come.

## Human-Centered Hospitality

At the heart of our mission is a dedication to human-centered hospitality. In an age of automation and impersonal interactions, we strive to create experiences that prioritize genuine connection and personalized service. Our team is empowered to go above and beyond, anticipating the needs of our guests and crafting moments that leave a lasting impression. We believe that hospitality is not just about providing a service; it's about fostering a sense of belonging and creating memories that enrich lives.

## Leaving a Legacy

Ultimately, our ambition is to build a legacy that honors Bruce's memory and inspires future generations to embrace the values of stewardship, continuity, and human-centered hospitality. We are committed to creating a company that not only delivers exceptional experiences but also makes a positive impact on the world. By staying true to our principles and by continuously striving for excellence, we believe that Pocket Innkeeper™ and Galena House can become enduring symbols of quality, integrity, and genuine care.

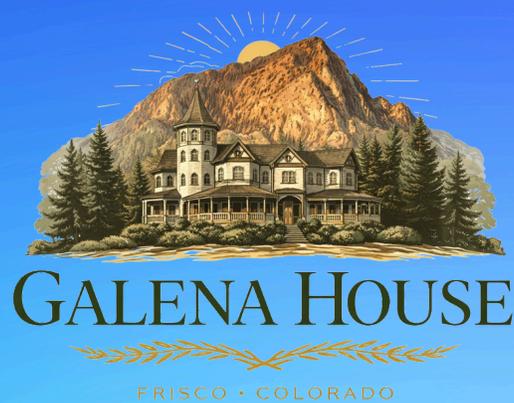
With heartfelt sincerity,  
Avery Lane Maxwell

### In Summary

This letter outlines the core values and mission behind Pocket Innkeeper™ and Galena House, emphasizing the legacy of Bruce Knoepfel and the commitment to stewardship, continuity, and human-centered hospitality. It serves as a guiding principle for all operations and decisions, ensuring that the company remains true to its founding vision.

**The Innkeeper's Journey™** — Hospitality operating methodology & workflows ·  
*Patent pending*





## Pocket Innkeeper™ Platform — Overview

### Core Purpose

**Pocket Innkeeper™** is a comprehensive training and operations platform designed specifically for boutique bed-and-breakfast hospitality at the **Frisco Inn on Galena**.

It brings together **education, daily workflows, and AI-supported decision guidance** into one calm, cohesive system—supporting consistency, care, and long-term stewardship of the Inn.

Pocket Innkeeper does not replace human hospitality.

**It protects it.**

### Platform Structure

#### 1. Home

A centered starting point for each innkeeper's day.

- Hero imagery grounded in the property
- Personalized welcome for logged-in staff
- Course progress tracking
- Overview of **The Innkeeper's Journey™** curriculum
- Clear orientation: *where you are, what matters today, what comes next*

#### 2. Daily Rhythm (Tasks)

A task system designed around the **natural flow of innkeeping**, not generic productivity.

### Views

- Weekly Calendar
- Grid
- List

### **Task Categories**

- Daily Opening & Closing
- Arrivals & Departures
- Guest Requests
- Housekeeping
- Maintenance
- Compliance
- Stewardship

### **Task Attributes**

- Priority levels: low · medium · high · guest-critical
- Statuses: pending · in progress · completed · deferred · review
- Staff assignment & time tracking
- Due dates with notifications
- Real-time alerts for approaching deadlines

This system reflects how the Inn actually runs—**quietly, attentively, and with accountability.**

## **3. Innkeeper Roster**

A living directory of the people who care for the Inn.

- Staff directory with roles and contact information
- Individual profiles for each team member
- Clear visibility without hierarchy noise

## **4. Resources**

A searchable, centralized library of operational knowledge.

### **Resource Types**

- Templates
- Checklists

- Guides
- Worksheets
- Interactive Guides

## Examples

- Late Arrival Procedures
- RezStream Reservation Processing
- Front Desk Closing Checklist

Built to **reduce uncertainty, preserve institutional memory, and support confidence on shift.**

## 5. Forms Library

Structured reflection and documentation—without friction.

Eight operational forms with real-time submission tracking:

1. Guest Request & Decision Log
2. Service Recovery Reflection
3. Staff Support & Capacity Check
4. Daily Rhythm & Task Review
5. Stewardship Notes
6. Policy Exception Review
7. Late Arrival Processing (*after 9:00 PM*)
8. Front Desk Closing (*12:00 PM – 10:30 PM*)

## 6. Form Submissions

Clear oversight without micromanagement.

- View all submissions by form type
- Search and filter functionality
- Timestamp and submitter tracking

## 7. Pocket Innkeeper™ (AI Agent)

An AI assistant designed to **support—not replace—human judgment.**

## Capabilities

- References established procedures
- Assists with task creation and prioritization
- Supports operational decision-making
- WhatsApp integration available for on-the-go guidance

Pocket Innkeeper reinforces **standards**, not shortcuts.

## 8. User Management (*Admin Only*)

Thoughtful access control for a small, trusted team.

- Invite and manage staff users
- Role assignment (admin / user)
- Permissions and access boundaries

## Key Systems Integration

- **RezStream** — reservations and payments
- **Akia** — guest communication and door codes
- **Physical controls** — building security and amenities

## Notification System

Real-time alerts for what truly matters:

- Urgent guest requests
- Policy exceptions requiring review
- Tasks due soon for assigned users

No noise.

No panic.

**Just clarity.**

## Design Philosophy

- Calm, intentional, guest-centered hospitality
- Accuracy over speed
- Human oversight with AI support
- Clean, professional interface with Galena House branding
- Fully mobile-responsive

# Proprietary System

## **The Innkeeper's Journey™**

A hospitality operating methodology and workflow system developed at the Frisco Inn on Galena.

*Patent pending.*