

April 2012 Newsletter

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Meet The Innkeepers



Meet Nathan and Casey Allan, Owners The Swantown Inn and Attic Day Spa



WBBG Regional Meetings Wrapped Up for Spring

WBBG finished a series of 9 regional meetings all around the state between March 19 and April 6, with approximately 80 innkeepers attending. The feedback was overwhelmingly enthusiastic, and many guests and hosts reported that they hoped to repeat the experience again next year. We all learned something new to improve our business, and enjoyed sharing stories and ideas with other innkeepers from around the state. We want to give a big thanks to our hosts Carl Silvernail, Otters Pond B&B; Bob Spencer, Meritage Meadows Inn; Bill Lynn, Enchanted River Inn; Cathy Hall, Reflections B&B; Olaf Protzke, Red Caboose Getaway; Susie Goldsmith, Boreas B&B; Alan Fielding, Cameo Heights Mansion; Marge Arndt, Waverly Place B&B; and Karen Merola Krueger, Orchard Inn B&B. Also, thank you to our speakers and WBBG board members who traveled many miles getting to the various events: Jill Britt, WBBG QA Advisor; Penny Whisler, of Three Tree Point B&B and WBBG Co-President, Bob Spencer, of Meritage Meadows Inn and WBBG Co-President, Julie McAferty of Greenlake Guest



Welcome New WBBG Members

We want to welcome the following new and returning members this month: Susan and Bill Fletcher of Turtleback Farm Inn on Orcas Island <http://www.turtlebackinn.com/>; Mary Beth King of Green Cape Cod B&B in Tacoma <http://www.greencapecod.com/>; and Berta Warden of Dungeness Barn House in Sequim <http://www.dungenessbarnhouse.com/>. Thank you for joining WBBG!



President's Message

What a month! Bonny participated in 7 of the 9 regional meetings held around the state and got the chance to meet many of our members as well as nearly 50 non-member inns. It was exciting, informative and exhausting. I was definitely glad to be back to my "day job".

House and WBBG VP Membership; Gary Gabelein of Farmhouse B&B and WBBG Islands Regional Representative, Lisa Watkins of Arlington's River Rock Inn, Nathan Allan of Swantown Inn and WBBG Webmaster, Bill Brager of Miller Tree Inn and WBBG Alternate Area Representative, and Ian MacPhee of Abbeymoore Manor in Victoria, BC.

We plan to host several more Regional Meetings in the early fall, so be watching for details in the InnStep! **Also, be sure to save the date for the 2 day Annual Meeting and Conference on November 5 and 6 at the Kitsap Conference Center in Bremerton.**



2 Pins Up!

This recipe got lots of "action" on my Pinterest board. Seemed everyone wanted to try breakfast Swantown Inn style. Just click on the image above to snag Casey's recipe for scones...a guest, and Pinterest favorite!



Get Ready to Understand Your Website Traffic.

There was also a board meeting, held in Redmond at Meritage Meadows Inn. The minutes of that meeting will be online soon on the innkeepers' side of wbbg.com. Linda Dyke distributed the 2012-2013 Lodging maps to regional reps for distribution to their members. The new maps are beautiful and very useful. Best of all, they are early! Nice job Linda. We were able to announce that the WBBG forum is ready to go live and connect us all for easy sharing of experience.

The response from our postcard to non-member WA inns was not overwhelming. To any who have done direct mail, you know that it may take us a few touches to get real results. Several people I met at regional meetings told me they had received a postcard which tickled their interest.

Bonny also attended the Washington Tourism Alliance (WTA) summit meeting April 5th. This fledgling private sector alliance to promote Washington Tourism is getting traction and planning for a \$7.5M budget if they can figure out how to fund it. Bonny spoke with the executive director Suzanne Fletcher and with the lodging representative on the Board – Andy Olson. The WBBG will be getting involved at the committee level to assure that B&B's are a part of the image the WTA paints of Washington as a tourist destination.

There were excellent keynote speakers – Roger Dow from the US Travel Association and Carolyn Beteta Vice Chair of Brand USA, a Public/Private partnership to promote international travel to the USA. Both acknowledged the significant depression of the US travel industry starting with 9/11 and exacerbated by the economic downturn in 2008 and the congressional suppression of business meetings and travel in 2009. All of those indicators are turning around now and travel industry is expected to grow 75 – 100% in the next decade in the US.

OUR TRAFFIC FOCUS

We will have a special educational focus at the Annual meeting this year with a seminar on Google Analytics and other free tools to help improve your website SEO. In order that you can benefit from this course, we want to use data which is interesting to you – your data from your website. To do this, we are going to do the initial part of this over the next couple of months. We will be helping you to put the traffic measurement capability on your site so that in November, you will have 6 months of real data from your site to use in understanding these tools.

Watch this spot next month for a video on how to get Google to track your site's traffic – for free!

Don't Forget Our Associate Members

These business have chosen to partner with WBBG, so don't forget to call them for a quote, inquire about their services or purchase their products. Need more info? Contact the board of WBBG and we can put you in touch with members who can recommend these businesses.

PLC Insurance

Bed and Breakfast Insurance

Scott Roberts scott@plcins.com
<http://www.plcinsbedandbreakfast.com/>

Comphy Company

Quality Bed Linens

Ashley Price ashley@comphy.com
www.comphy.com

A Trusted Professional

Interim Innkeeping

Sandra Gee Brooks
sandra@innkeepingprofessional.com



Your WBBG Listing

We have upgraded your online listings, offering even more opportunity to personalize your web presence. As always you can add images, rich descriptions, list your amenities and feature recipes or specials. Check out these new additions and watch for even more upgrades to our site.

- New Social Media Icons
- Latest Tweet
- Click able Map/Directions
- Slideshow Images

<http://www.screenr.com/qJbs>



Kudos

Five WBBG Member inns have chosen to be part of Select Registry, a group known for their rigorous inspection process and high industry standards. It is not a surprise that our

www.innkeepingprofessional.com

Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

Dobay Design, LLC

Website Design

Sherry Dobay sherri@dobaydesign.com

<http://www.dobaydesign.com/services/ppc/>

members easily meet extensive requirements of this select organization. Congrats to all of you!

[Cameo Heights Mansion](#)

[Turtleback Farm Inn and Orchard House](#)

[Roberts Mansion](#)

[Colette's Bed & Breakfast](#)

[Shelburne Inn and China Beach Retreat](#)

Innkeeper Opportunity

In Bellingham, WA

Ever considered innkeeping? This is a great opportunity to enjoy the innkeeper lifestyle in the Pacific Northwest. Innkeeper (individual or couple) for Anderson Creek Lodge, a beautiful 5 BR B&B with a private detached innkeeper residence located on 35 acres close to Bellingham, WA.

Visit website at www.andersoncreek.com

For information

contact bobandberniebell@msn.com

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