

April 2013 Newsletter

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Discover Red Caboose Getaway B&B

Sequim, WA



President's Message



This month, we take time to acknowledge the incredible contributions Nathan Allan has made to WBBG. Due to other

commitments Nathan has elected to step down from his role as Director of Technology for WBBG. He served on the Board of Directors for at least 7 years and was the president for 4 of those. Nathan created the WBBG website that showcases Washington's best visitor accommodations and drives business to our inns.

Despite all the work he put into the WBBG, Nathan has also created an inn, wedding venue and day spa in Olympia and he and Casey are now the parents of three junior Allan's. Nathan led the Guild through some very challenging times during the Great Recession and worked tirelessly to keep our website performing well.

Please join me in thanking Nathan (and Casey) for their many contributions to all of our welfare.

In other news, the board met at the Red Caboose Getaway and we have made significant progress toward a major rewrite of the Bylaws, Standing Rules and Procedures (the operations manual) of the guild. Shelley Goulding, Blayne McAferty, Cathy Hall and Don Malatesta led this effort with significant input from other members of the board. Thanks to Shelley and

NEWS THIS MONTH

WBBG WORKING FOR YOU

-PRESIDENT'S MESSAGE

-PAII INDUSTRY STUDY

-CHECK OUT BED VOYAGE

-NEW: SNOHOMISH SOAP COMPANY

-NEW ASPIRING INNKEEPER, BELLEVUE

-NEW OWNER AT BLUE GOOSE INN

-APRIL REGIONAL MEETINGS



PAII Industry Study

Sign Up Now!

Join your fellow innkeepers in participating in your industry's most important research project supported by PAAI. This year's form is very concise and we expect it to take less than 10 minutes to complete. As a thank you for completing the survey, you will receive a personalized Company Performance Report that will show your own data alongside the industry statistics and a complimentary PDF copy of the final survey results.

This is the B&B industry's only study of performance measurements, such as average daily rate, occupancy and revenue per available room. How did our industry do in 2012? How do you compare to like

her team for all their hard work.

Regional meetings continue around the state in April.

Please take a few moments to join your fellow innkeepers for some fellowship and education.



There is Still Time!

Join us at one of our Regional Meetings

- Take advantage of education and networking benefits close to home.
- Learn something new, stay up to date on industry trends, and break bread with your peers.
- The more the merrier, so invite a fellow innkeeper!

Cost: Free for WBBG members, and just \$10 for non-members* includes workshop and meal.

*Apply for WBBG membership in 2013 and we will take \$10 off your application fee

RSVP: Contact Julie McAferty

at vpmembership@wbbg.com or 206-729-8700.

For more details on topics and locations,

see <http://wbbg.com/membership/regionalmeetings>

Wild Iris Inn, La Conner

Tuesday March 26, 12-2pm

Thanks to those who attended. It was great to meet new innkeepers and connect with old friends!

Café Garden, Port Angeles

Monday, April 1, 6:30-9pm

properties? Take this survey today

at www.innkeepingsurvey.com

All data is collected and held in the strictest of confidence by our partners, Industry Insights. All results are provided only in terms of group averages and never on an individual basis and PAI never sees individual data.

New Associate Members



Welcome Bed Voyage a manufacturer of bamboo sheets, duvets, towels, blankets, and shams. They offer Eco-Luxury bedding with

wholesale pricing for innkeepers. Go Green with these soft, hypo-allergenic, eco-friendly linens. Visit their website, bedvoyage.com and view their wide selection.



Next, welcome Snohomish Soap Company. This local

purveyor offers eco-friendly bar soaps, liquid soaps, shampoos, artisan soaps as well as private labeling.

Their mission: "to create authentically local handmade soaps". Visit them at snohomishsoapcompany.com



Another great opportunity to meet new friends and network with other members. Thanks for attending.

Harrison House, Friday Harbor

<http://www.harrisonhousesuites.com/>

Wednesday, April 17, 12-2pm

Topic: Save Time-Use Your Social Media Playbook

Krystall's Restaurant, Leavenworth

<http://www.krystals.com/home>

Monday, April 22, 12-2pm

Topic: Get Your Analytics On

Inn at Blackberry Creek, Walla Walla

<http://www.innatblackberrycreek.com/cms/>

Tuesday, April 23, 12-2pm

Topic: Save Time-Use Your Social Media Playbook

Orchard Inn, Yakima

<http://orchardinnbb.com/>

Wednesday April 24, 12-2pm

Topic: Financials to Focus On,

Selah Inn, Belfair

<http://www.selahinn.com/>

Monday, April 29, 12-2pm

Topic: Save Time-Use Your Social Media Playbook

Fairgate Inn, Camas

<http://www.fairgateinn.com/>

Tuesday April 30, 12-2pm

Topic: Can You Afford Living Social (and Other Online Deals)?



Associate Members

**English Insurance Group
Bed and Breakfast Insurance**



Kristie English

<http://englishinsurancegroup.com/>

MobiMashup



Mobile Websites

Eric Anderson

info@mobimashup.mobi

<http://mobimashup.mobi/>

The Snohomish Soap Company

Local specialty soap company



cindy@snohomishsoapcompany.com

<http://www.snohomishsoapcompany.com>

Think Reservations



Reservation Systems

Richard Aday

richard.aday@thinkreservation.com

<http://thinkreservations.com>

Greenwich Bay Trading Company

Speciality soaps and amenities for inns and B&Bs



Denise Huntley

customerservice@qbsoaps.com

[800-323-1209](tel:800-323-1209)

<http://www.qbsoaps.com>

Bed Voyage



Eco-Luxury Bamboo Bedding

Sharon Stuart and Val Thorkildsen

sharon@bedvoyage.com

425-949-8216

Welcome to a New Aspiring Innkeeper

Please welcome Adele Loessberg of Bellevue. She is in the early stages of considering a BnB and has joined WBBG. We look forward to working with you, Adele.

New Owners



Please welcome Becky and Dave Broberg, new owners of the Blue Goose Inn, Coupeville, WA. We had the opportunity

to connect with Dave at the regional meeting in LaConner. Welcome to WBBG and welcome to Washington!

2013-2014 Lodging Maps

Our new lodging maps have gone to print and will be distributed soon. Thanks to all who took the time to submit images for publication. We had a lot of great pictures to choose from.

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Heartwarming Treasures

Specially designed Gift



Baskets

Sue Wolfe

heartwarmingtreasures@yahoo.com

<http://www.heartwarmingtreasures.com>

Lydia's Traveling Kitchen



Interim Innkeeping

Lydia Oakes

lydia@lydiatravelingkitchen.com

<http://www.lydiatravelingkitchen.com>

Heart N' Soul Innsitting

Interim Innkeeping

gizar3@w-link.net

TRC Insurance



Bed and Breakfast Insurance

Scott Roberts

scott@trcisu.com

<http://www.trcisu.com/>

Comphy Company



Quality Bed Linens

shantell@comphy.com

MailChimp

