

August Newsletter 2012

[Campaign Preview](#)

[HTML Source](#)

[Plain-Text Email](#)

[Details](#)

Use this area to offer a short teaser of your email's content. Text here will show in the preview area of some email clients.

Is this email not displaying correctly?
[View it in your browser.](#)



Meet the Innkeeper





Shelley Goulding 9 Cranes Inn Seattle



President's Message

Time really flies when the inn is full and there's little time to think about other concerns.

Suddenly it's time to encourage WBBG members to take a few minutes and save significantly on annual dues. You just got your renewal notice email, which outlines how you can save \$50 by acting before September 1. Save another \$100 for putting a widget (that is a logo with links) anywhere on your website. \$150 savings... I wonder that anyone would not to consider doing it!

Last month, I wrote that we are still desperate to find someone who will lead our marketing efforts for WBBG. That is still true. Members, please give some thought to coordinating that effort for WBBG. The job focuses on internet and social media channels, no longer on print media.

Jay Karen's editorial for the most recent Innkeeping News from the Professional Association of Innkeepers International (PAII), points out that the B&B industry is at a



2012 Annual Meeting and Conference

It is worth your time!

WBBG invites you to get involved with your fellow innkeepers and in keeping up with the state of the B&B industry. The 2012 Annual Meeting promises two days' worth of opportunities to do that and more -- you'll also be inspired by the variety, depth, and quality of the program planned by and for your peers. So mark November 5 and 6 on your calendar, make plans to visit the lovely waterfront venue in Bremerton, and click [here](#) for detailed information on the program and how to register. A few highlights include:

Get Your Analytics on!

Are you making use of Google Analytics' FREE statistics to optimize your website and web advertising? Whether you're doing it now or not, attend Bob Spencer's (your WBBG president) tutorial on all of the great marketing information you can capture when you take the simple step

points out that the B&B industry is at a crossroads, as is PAII. I believe that WBBG is standing in that intersection with them. In the last 5 years, we've gone from 115 members to 76. In the last two years, we've given up our only professional administrator and streamlined the organization to focus us on its Network, Educate, Market objectives. In the last year, we've conducted an extensive effort to extend education and marketing to our members - in their backyards. We made the first effort to invite non-member inns to experience the benefits of WBBG; and an all-volunteer committee has planned and organized the most exciting annual meeting the Guild has seen since 2005. Traffic through our website is up and business at all inns I've spoken to has followed. We can't turn the corner without you. Help the Guild realize its potential and use it as a great asset in your business.



Just a Heads Up!

Need Lodging Maps?

Many inns still don't have lodging maps. If you need copies of the lodging map, just email: directory@wbbg.com

Mike's Road Trip

Nathan Allan, past president of the guild sent in a "heads up" for all innkeepers. Mike's Road

of putting one piece of code on your website .

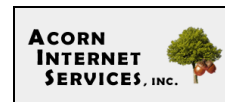


Two months ago, InnStep published an article detailing how to generate this code. If you need help, call Bob. If you've been thinking about it but not quite made it, do it now and you'll have two to three months of data when we meet in November. You won't be sorry.

Come Early for an in-depth Bonus Session

Internet Marketing and Website Checkup: Must-Dos for the Successful Innkeeper

There's a reason that so much of our marketing these days is done on the Internet: that's where prospective guests are looking for lodging! Innkeepers who don't at least try to keep up with ever-changing Internet marketing opportunities stand to lose more and more revenue each year. But help is on the way. Lisa Kolb, president and co-founder of Acorn Internet Services, Inc., will discuss practical ways to stay on top of your online marketing plan so you don't fall behind. She'll also perform a personalized review of your website* and Internet presence, and present you with a report covering multiple areas on which you can take steps to optimize your search placement and return on investment. This session is a pre-conference bonus session with a small additional cost.



* Personalized reports will be prepared only for attendees who register for this bonus session by September 21. Later registrants will get a general, but still quite useful report.

WBBG Partners

These businesses have chosen to partner with WBBG, so don't forget to call them for a quote,

a heads up for innkeepers. Mike's Road Trip is a well done travel blog and he is now in Washington. He may contact one of you as he wanders across Washington. It is a busy time of year but if he contacts you and you have a spare room, it must may be a great way to get a little "good" press and let people know about BnB travel in the state. Check out his blog [here](#).

Any questions....contact Nathan at Swantown Inn Bed and Breakfast in Olympia.

Renew Online!

It is easy! Just go to wbbg.com and login to your account. Renew now and save!

Busy Summer Means Slow Forum

Reservations, guest, breakfasts, clean up, set up.....summer is a busy time for our innkeepers.

Don't forget about the [WBBG Forum](#). Fall should bring a little more time in your day. The forum is a great way to network with all our innkeepers and share your experiences. Once you get some time...take the time to get involved. It is fun and informative.

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.

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

PLC Insurance Bed and Breakfast Insurance

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



Dobay Design LLC Website Design

Sherri Dobay sherri@dobaydesign.com
<http://www.dobaydesign.com/services/ppc/>



Comphy Company Quality Bed Linens

Ashley Price ashley@comphy.com
<http://www.comphy.com>



[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

Copyright © 2014 Washington Bed and Breakfast Guild, All rights reserved.

You are receiving this because of your experience with Washington Bed & Breakfasts

Our mailing address is:

Washington Bed and Breakfast Guild
PO Box 2672
Olympia, WA 98507

[Add us to your address book](#)

[unsubscribe from this list](#) | [update subscription preferences](#)

MailChimp

