

August 2013 Newsletter

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Early Renewal in August saves \$\$\$

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President's Message

There are lots of issues to cover this month – and, of course, it is our busiest time of the year!

Board Business

Last Fall, the Board asked Shelley Goulding and her committee to undertake a complete rewrite of the WBBG operations manual. This document includes the History, Bylaws, Standing Rules and Operating Procedures – all in one document. Shelley's committee has separated the Bylaws from the other components and eliminated internal disagreements. They have gone through all the committee descriptions, procedures and standards and corrected them to represent what we do. This was a huge task, and they deserve our gratitude and support. These revised documents will be adopted at the Annual meeting. We will review the new document at the annual meeting at a high level. If you would like to review it in detail, please feel free to contact Shelley – secretary@wbbg.com for a copy to review. The WBBG regions currently include two regions with no members, one region with only one member and one region with over 50 members. Getting representatives for some regions is very challenging. The Board has approved a change to the regions. This change will be represented on our new website.



As you can see on the proposed new map, Eastern Washington will contain just two regions – **Wine Country** and **Eastern Washington**. The **Seattle** region is King Co. The **North Cascades** includes just the Western portion of the old region. The **Islands** are unchanged. **Olympic Peninsula** and **Coast** properties will not have changed region, but Pierce, Thurston, Kitsap counties and south to the Columbia River are in a single region called **Kitsap to Columbia**. Just eight regions replace the ten current regions. Please contact your regional representative or any board member with comments. You can reach me at president@wbbg.com or by phone at 206-714-7802.

The new website will allow searches by city, attraction, event or amenity. In all those searches, properties within 30 miles will all show up, independent of region. The visitor can click on a region and they will get a randomly sorted list of all properties in the region. This makes the definition of the region less important in assuring that all properties are well represented on our website.

Finally, it is time to take advantage of the early bird discount and renew your membership at low rates.

Bob Spencer
co-president



Membership Renewal August 2013

It's time to renew your dues for WBBG membership!

Take advantage of early bird and website widget discounts and renew for as little as \$249, regardless of inn size.

To renew:

- Log into your WBBG.com listing using your innkeeper login and follow the renewal prompts.
- Choose "Early Renewal" and save \$50 by renewing your dues before September 1.
- Add the WBBG widget anywhere on your website to save another \$100 per year.

Without these discounts, the dues are still a low \$399 per year, but why pay more?

If you have questions please contact

- WBBG Treasurer Don Malatesta at treasurer@wbbg.com
- VP Membership Julie McAferty at vpmembership@wbbg.com
- President Bob Spencer at president@wbbg.com. Or, contact
- You can call WBBG at 253-987-6619.

Important Note: At present, our website is experiencing an error after your renewal is complete. This doesn't affect your payment, but it is delaying our recognition of your status change from not renewed to paid. As soon as we can manually connect your payment to your listing, your status will change on the website. You will have an email confirmation from PayPal should any questions arise. We are simultaneously in final development on a new website, so please be patient with this delay. Thank you.

Member News



U.S. News and World Report Online included **Shafer Baillie Mansion, Seattle** in their list of unique inns across the United States. Named one of only 10 chosen, they not only received a great write up, but this article has been quoted and reposted



across the internet this past week.

"Occupying a 1914 Tudor revival home, the [Shafer Baillie Mansion](#) exudes a classic 1920s charm with lavish decor and

period accents, like mahogany woodwork, oak paneling and oriental rugs."

Read the full article here.

<http://travel.usnews.com/features/Unique-Bed-and-Breakfasts-Across-America/>

Congratulations!

Our members received a variety of awards and recognitions from TripAdvisor, but this is truly "unique"!

Red Caboose Getaway, Sequim was highlighted by TripAdvisor as one of 10 "incredibly unique" hotels. Olaf and Charlotte Protze had a vision to create an authentic, unique caboose getaway. Their hard work and attention to detail have paid off in lots of great media attention....and delighted guests.



Read about those 10 unique hotels here.

<http://bit.ly/17BcxMO>



The Fairgate Inn, Camas will be transitioning from their present business model as a BnB and wedding/event venue. They plan to reopen as a 15 bed assisted living center in January 2014. The director of this venture will be their daughter, Jennifer Coriell, who has extensive experience in the health care industry.

They have closed the BnB side of the business and will no longer be scheduling events.

They look forward to living on the property and enjoying travel and pursuing other hobbies.

Congratulations to Jack and Chris on a job well done. Thank you for your support of the WBBG...we wish you well.

WBBG Annual Meeting

Registration Now Open for the 2013 WBBG Annual Meeting & Conference at the Future of Flight Aviation Center and Hilton Garden Inn, Mukilteo, WA on November 4 and 5.

This year's 1 ½ day conference is jam-packed with education, a vendor trade show, and opportunities to network with other innkeepers and industry vendors. All attendees will also receive complimentary tickets on Monday to the famous Boeing Assembly Plant Tour located on site at the Future of Flight.



Our keynote speaker is Sandy Ward, speaking on the

Our keynote speaker is Sandy Ward, speaking on the topic, "Partnering for Soaring Success". She will be sharing tips on her experience in marketing with social media, and how she has formed partnerships because of it.



Sandy Ward is a 30+ year veteran of the travel, tourism and hospitality industry and the marketing director for the Future of Flight Aviation Center & Boeing Tour. She was appointed by Washington's former Governor, Christine Gregoire, to serve as a member of the Washington State Tourism Commission, currently serves as a director on the board for the National Council of Attractions, which is part of the US Travel Association (formerly known as TIA), and is a founding member of the Washington Tourism Alliance.

The cost for this 1½ day conference is \$159 per person for WBBG members and \$199 for non-members. Review the preliminary agenda and **register today** at <http://wbbg.com/membership/2013AnnualMeeting>.

Vendors register separately for exhibiting at trade show
(Contact Joanne Lechner, Vendor Coordinator at 360-221-5331).



Regional Meetings Set for Fall

WBBG is going back on the road! Save the date(s) for food, fun, and learning. Invite a fellow innkeeper and take advantage of education and networking benefits close to home. There will also be time for visiting with fellow innkeepers, updates from the WBBG, and enjoying a meal together. More information coming soon!

Questions? Contact Julie McAferty at vpmembership@wbbg.com

Aberdeen, location to be determined

Monday September 30, 7-9pm Dinner with the WBBG Board

Topic: Get Your Analytics On!

Speaker: Bob Spencer, WBBG President

Seattle, Shafer Baillie Mansion

Wednesday, October 2, 12-2pm

Topic: Creating Your Social Media Playbook

Speaker: Jill Britt, WBBG Quality Assurance Advisor & owner of InnConnections, LLC

Member Forum



Visit the WBBG Member Forum, our private group on Facebook. The Member Forum is a great place to ask questions and get support from other members. Recent posts included:

"Looking for menu ideas. Have 4 guests this weekend that are either vegetarian, vegan, gluten-free or pescetarian (vegetarian + fish). Any clever yummy ideas?"

"Just had my Insurance company say that they can't renew because I only have 4 rooms, not the 5 required. Current agent just came back with a new quote that is substantially higher. Anyone got a good reasonable carrier?..."

New invitations have been sent to join this private member group, but Facebook has not recognized some of the member emails. If you want to be a participant and did not receive your invitation, please contact Jill Britt at qa@wbbg.com, or Julie McAferty at vpmembership@wbbg.com.

Associate Members

When considering goods or services for your inn, start by learning about these Associate Members who support the Washington Bed and Breakfast Guild.



English Insurance Group

Bed and Breakfast Insurance

Kristie English

<http://englishinsurancegroup.com>



Lydia's Traveling Kitchen

Interim Innkeeping



the-traveling-kitchen.com

Lydia Oakes

lydia@lydiatravelingkitchen.com

<http://www.lydiatravelingkitchen.com>



The Snohomish Soap Company

Local specialty soap company

cindy@snohomishsoapcompany.com

<http://www.snohomishsoapcompany.com>

GREENWICH BAY TRADING CO.
America's Soapmaker Since 1908

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Denise Huntley

800-323-1209

customerservice@qbsoaps.com

<http://www.qbsoaps.com>



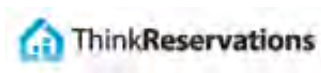
Heartwarming Treasures

Specially designed gift baskets

Sue Wolfe

heartwarmingtreasures@yahoo.com

<http://www.heartwarmingtreasures.com>



Think Reservations

Reservation Systems

Richard Aday

richard.aday@thinkreservation.com

<http://thinkreservations.com>



Comphy Company

Quality Bed Linens

shantell@comphy.com



TRC Insurance

Bed and Breakfast Insurance

Scott Roberts

scott@trcisu.com

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



MobiMashup

Mobile Websites

Eric Anderson

info@mobimashup.mobi

<http://mobimashup.mobi/>



Future of Flight

Tours of the Boeing Assembly Plant

info@futureofflight.org

<http://www.futureofflight.org>



Bed Voyage

Eco-Luxury Bamboo Bedding

Sharon Stuart and Val Thorkildsen

sharon@bedvoyage.com

425-949-8216

SEATTLE VIDEO TOURS

Seattle Video Tours

Video Marketing for the Travel Industry

matt@seattlevideotours.com

seattlevideotours.com

Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

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