

February 2012 InnStep

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WBBG InnStep for February, 2012.

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Meet the Innkeepers





Meet Julie and Blayne McAferty, owners of the Greenlake Guest House in Seattle.



2012 Lodging map

Thanks to a significant effort on the part of Linda Dike of the Guesthouse B&B in Seattle, this year's lodging map is at the printers. Thanks to the many B&B's who put pictures into the competition for spots on the Lodging map. The board and Lodging map committee reviewed all the submissions and selected 5 images to appear on this year's map. The lists and



Regional Meetings

WBBG is initiating a new campaign to add value for our current and potential new members with a series of "Regional Gatherings" in 2012. In addition to putting on our annual meeting in November, we want to offer innkeepers the opportunity to take advantage of WBBG's education and networking benefits closer to home, in a more intimate setting.

Typically, these events will take place at a local member inn or the private room of a local restaurant. There will be 30-45 minutes of good quality continuing education (topics will vary by location). In addition, at least one WBBG officer and our Quality Assurance Advisor will be on hand to give a brief presentation about WBBG and answer questions.

There will be food and beverages and plenty of time for innkeeper networking, so be sure to invite a fellow innkeeper and bring your business cards!

We plan to offer several events this spring between March 19 and April 4 in the following locations: San Juan Islands, Redmond/Seattle, Leavenworth, Port Orchard, Sequim, Long Beach, Walla Walla/Touchet, Spokane, and Yakima. More details will be coming soon!

maps have been checked and double checked and the printer is now working on the product. By the time we start Regional meetings in March, 25,000 lodging maps will be ready for distribution. Plan on attending a regional meeting near you to pick up your copies and help us avoid the postage.

Board News

The location of the Spring board meeting has been moved. Unfortunately, no suitable location could be found in the Ellensburg/Yakima area. We have decided to hold the meeting at Meritage Meadows Inn in Redmond, WA on March 20-21. We will start the meeting on the 20th at noon with a light lunch. The board will share a meal at a local restaurant that evening and start the meetings again at 8:00 on the morning of the 21st. The meeting will end by 1:00 on the 21st and there is a regional meeting scheduled at Meritage Meadows from 2-5:00 that afternoon.

Thanks to all of you who voted in the election for changes to the WBBG operations manual. The proposed changes, allowing sharing of offices was passed without opposition by 70 percent of the membership.



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buuteeq invites you!

Adam at buuteeq is offering a free informative seminar about social media/marketing

"If you've ever wondered how the Beatles, Digital Marketing, and Innkeeping are related, please join us at the buuteeq office in Seattle for a lively and informative seminar on Tuesday March 6 from 12-1:30pm." 1455 NW Leary Way, Suite 250, Seattle, WA 98107

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

A complimentary lunch will be provided. Please RSVP to Julie McAferty, vpmembership@wbbg.com so buuteeq will have an accurate count for lunch.

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