

January 2013 Campaign

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Colorful Breakfast

WBBG 2012 Annual Meeting Short Clips of Creative Ideas from Our Innkeepers



January News

At [Meritage Meadows Inn](#), January is a low business time that gives us an opportunity to think and plan about longer term issues. For some of our members, this is the high season and they are greeting guests and flipping rooms the way we will be doing in 6 months. There is a pattern in each of our businesses and that is healthful because it gives each of us a way to cover all the bases and mark the passage of time. Whatever part of your business cycle you are in, we hope you are enjoying what you do and that the coming year will be rewarding for you.

Your WBBG board just met for their "Winter Retreat" at the [Inn at Mallard Cove](#) near Olympia. Don and Linda Malatesta are great hosts and many members also lodged with Nathan and Casey at [Swantown Inn](#). We focused on how to improve marketing to drive more traffic to your websites and telephones as well as how better to reach out to support you and to encourage new members to join the Guild. We are happy to announce that our efforts last year resulted in an increase in membership at all levels. We also succeeded in reaching almost double the number of



Annual Meeting: Members Receive our 2012 Awards

We would like to recognize the following innkeepers for a job well done. Thank you for your contributions.

Award of Excellence: Presented to a member for significant contributions to Guild operations and member support.

First Recipient: *Georgianne Nichols, Bosch Garten, Leavenworth*

Georgianne has strongly represented the east Cascades region for several years, recruiting new members and serving as the voice for her region. She has gone above and beyond in hosting board meetings multiple times, assisting with an annual meeting, and serving on other WBBG committees. Georgianne and Denny have been operating Bosch Garten since 1995.



Second Recipient: *Margie Arndt, Waverly Place, Spokane*



Margie recently returned to the board as area representative for Ponderosa Pine Country. She has a long history with the WBBG and has been a leader for other innkeepers in the Spokane area. She is closing Waverly Place, after 26 years of welcoming guests to Spokane.

members who would normally attend the annual meeting with our regional meeting program. That will continue this year thanks to Julie McAferty's leadership and lots of support from other regional representatives.

We also focused on getting our house in order. There have been issues at every board meeting since I came on the board relative to changes to the bylaws, standing rules and procedures. Unfortunately, some changes made in the past were never implemented in the Operations Manual. This has resulted in confusion as various parties tried to discern what was intended and correct the document. Riding to the rescue is Shelley Goulding, the current Secretary. She is spearheading a board led team to correct the documents that govern our Guild. The Board will review all the proposed changes at the March 30-April 1 meeting and any bylaws changes will come to the membership at the annual meeting. Hopefully, Shelley's hard work will result in a governing manual which is dramatically improved.

Thanks Shelley for your hard work.

Bob Spencer,
WBBG co-president



Go Green Hint

The label may say "flushable", but what the label does not tell you is that disposable wipes

Special Achievement Award: Presented to a member who has made significant contributions to the Guild's initiatives in mentoring and recruiting new members.

Recipient: Julie McAferty, Greenlake Guest House, Seattle

Julie had already been managing the aspiring innkeeper program when she took on VP of membership duties last year. She tackled it with enthusiasm, working with each region to schedule local education and recruiting events at an ambitious pace. In 2012, 11 such events took place around the state, with Julie traveling to many of them in person. She seems to know every innkeeper in Washington and herself serves as a mentor and role model for all of us. Somehow, she also found time to head up the committee that planned this fantastic annual meeting.



The Sam Haines Award Of Excellence: Presented to a member for sustained contributions and lasting positive effect on the WBBG and the innkeeping profession. The Award is given in the honor of Sam Haines (deceased) who gave his energies tirelessly as Area Representative and Treasurer and consummate volunteer and whose creativity and leadership set very high standards for Guild governance.



Recipient: Joanne Lechner, Eagle's Nest Inn, Langley

For more than five years Joanne single-handedly managed the marketing efforts of the Guild. In a time when print was still king she ensured that WBBG was well represented in this medium. Joanne was responsible for our print directory, coming up with the idea of selling ads, then recruiting advertisers so that we could afford to print and distribute it. Joanne also was part of the WBBG website committee to develop a more modern website. Joanne is hard working, detail oriented, and innovative, not to mention a wonderful innkeeper. These qualities she continues to share – even after all that she has done – with WBBG in her capacity as area representative at-large.

All of these talented innkeepers have furthered the professionalism of innkeeping and strengthened the brand of the WBBG.

continue to clog our sewer lines and pipes and ruin equipment. Not only are these problems expensive to fix, but they can cause raw sewage to overflow and back up into homes, business and waterways. This is a costly problem for customers and public utility districts.

In sewer mains, wipes collect on obstructions like offset joints and tree debris as well as grease to block the flow in pipes. Often times this material must be cut away by hand to prevent further damage.



Recently, utility district have seen an increase in this type of damage. Check out this list of items that say "flushable", but shouldn't always be flushed down the pipes:

- Disinfecting Wipes
- Baby Wipes
- Mop refills
- Paper Towels
- Towelettes

credit to the West Sound Utility District



New to WBBG

Aspiring Innkeeper

Please welcome our newest WBBG Aspiring Innkeeper, **Liz Wilhelm of Seattle**. Liz is interested in a career as an interim innkeeper or inn manager and is looking for opportunities to shadow an innkeeper or an internship to gain more experience. Reach her at lizprevention1@yahoo.com

Welcome these New Associate Members

Many of you had the opportunity to meet our new members at the Annual Meeting in Bremerton. For those who could not attend, please welcome these two new members.

- Sue Wolfe of [Heartwarming Treasures](#). Heartwarming Treasures delivers memorable gifts and experiences that make giving a thoughtful gift effortless and truly meaningful for your recipient.
- Kristie English represents [English Insurance](#), an independent insurance agency and broker representing many fine companies to best meet your personal insurance and business insurance needs.
- Also, welcome to our newest WBBG Associate member, [Greenwich Bay Trading Company](#). Their customized amenities are made to order using only the finest ingredients and are popular with fine hotels and inns. All products are made and shipped here in the USA . Contact Denise Huntley.

Our Associate Members

Greenwich Bay Trading Company

Speciality soaps

GREENWICH BAY TRADING CO.
America's Soapmaker Since 1962

and amenities for inns and B&Bs

Denise Huntley

customerservice@gbsoaps.com

800-323-1209

<http://www.gbsoaps.com>

New Member Inns



[Enliven BnB](#), designed for the chemically sensitive guest, is a 2 room property located in Kenmore. Welcome Teresa Luttrell.

[Foxbridge](#), a 2 room bed and breakfast located in Poulsbo, offers convenient access to the Kitsap and Olympic Peninsula. Your host, Leslie Chamberlain.



Remember the Forum

Innkeepers, Board Members and Aspiring Innkeepers are visiting our forum. They need your input. Check out this link often and weigh in with your ideas, opinions or knowledge. Our forum offers an opportunity to exchange ideas, connect with other innkeepers and even vent after a tough day.

Take advantage of this valuable asset as a member of the WBBG.

See you there!

forum.wbbg.com

Be Included in the WBBG Blog

We want to include all of our member inns and their local favorites in our WBBG blog. You don't need to be an author! Just send your ideas, info or links to an event in your area and let us do the rest. Your inn and local info will be featured on the WBBG blog.



Please forward your ideas to blog@wbbg.com

Heartwarming Treasures

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Baskets

Sue

Wolfe heartwarmingtreasures@yahoo.com

<http://www.heartwarmingtreasures.com>

Lydia's Traveling Kitchen

Interim Innkeeping



Lydia

Oakes lydia@lydiatravelingkitchen.com

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Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

PLC Insurance

Bed and Breakfast Insurance



Scott Roberts scott@plcins.com

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

Comphy Company

Quality Bed Linens



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<http://www.comphy.com>

English Insurance Group

Bed and Breakfast Insurance



Kristie English

<http://englishinsurancegroup.com/>

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