

July 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



Cathy Hall Reflections Bed and Breakfast Port Orchard, Washington



A Message from "Bonnie"

Otherwise known as.... Our President's Message

I can't believe it is time to send another InnStep! It got to be the busy season again. I hope it is going well for all of you. Summer came ahead of schedule (July 4th instead of the 5th!) I was quietly enjoying being in the only cool part of the heat stressed United States, but I was ready for summer. Whatever it is that prompted the traffic, every innkeeper I've talked with has seen significant business increases over last year. Yeah!

We are still desperate to find someone who will lead our marketing efforts for WBBG. Members, please give some thought to what you think we should be doing to promote our inns to potential tourists and our guild to potential members. Please also give some thought to coordinating that effort for WBBG. The Guild does practically no print advertising anymore, other than the lodging map. We are focusing an increasing share of our attention on web-based advertising using various internet channels and social media.



Using Your Own Yard to Attract Guests – Learn How at WBBG Annual Meeting

WBBG's Annual Meeting promises a treasure trove of ideas for increasing your business. Among the jam-packed schedule of quality speakers will be northwest horticulture expert and author Marianne Binetti. She will discuss two topics that are prime opportunities for "wow ing" your guests: curb appeal and edible gardening. You know how important that first impression is -- be it from your website photos or when guests pull up to your inn. And eating "local" is all the rage -- but you don't have to own a multi-acre farm to put home-grown edibles on the breakfast table.

Marianne writes a syndicated gardening column that runs in over a dozen newspapers each week, and has written or co-written 10 gardening books, including her latest book "Edible Gardening for Washington and Oregon." Marianne is also a popular and entertaining speaker who lectures and gives seminars around the northwest, including at the Northwest Flower and Garden Show in Seattle. She lives with her family in Enumclaw, Washington. For

One aspect of that effort is to co-promote our inns and the Guild on Facebook. Nathan Allan is coordinating the social aspect of our marketing at this point, and Nathan points out that "With the latest changes to the way Facebook displays posts from your Facebook page, not everyone that was seeing your posts still is!" So, WBBG is proposing a FREE way for you to get extra visibility via the WBBG Facebook page. Nathan has an offer: For each member inn that produces

1. their own list of the 5 top things to do in their city/town/region **AND**
2. provides an update to the WBBG.com city page for their city, Nathan will promote that inn and city on Facebook

Go to your city page on WBBG.com, (for example <http://wbbg.com/cities/olympia>), and determine if it needs updating or more content. If you share your city with other members then work with them to create your list. Send your top 5 list and recommended updates to Nathan at wbbmaster@wbbg.com and he will create a post referencing your city and member inn(s) on WBBG's Facebook page.

Act now, this is a limited time offer!

Welcome these New Members

WBBG welcomes 2 new members this month: Zoe Saleem, an aspiring innkeeper from Woodland,, and Lydia Oakes, a new associate member from Anacortes.

Lydia Oakes, a new associate member from Anacortes. Lydia says, "*I am attending The International Culinary School at the Art Institute of Seattle and plan to pursue a career as an Interim Innsitter upon graduating*

December 2012. I am excited to be assisting Judy Burbrink at Villa Heidelberg from August 1-



lives with her family in Blountclaw, Washington. For more information about Marianne Binetti, see her website and weekly blog at

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

The 2012 WBBG Annual Meeting will be held Monday and Tuesday, November 5 and 6 at the Kitsap Convention Center, conveniently located right at the Bremerton Ferry Terminal. Stay tuned for registration and lodging information to come next month.



Need to Spice Up Your Breakfast?

Most innkeepers who have met with me this year know that Pinterest is my new favorite "shiny" thing. Pinterest is a great way to get/share ideas with the Pinterest "community". The only problem...once you are in Pinterest, it can be very, very hard to get "out"!

Many a "pinner" has posted, "I have fallen into Pinterest and I can't get out." Although Pinterest offers a wealth of ideas including everything from food to home decor, garden to fashion, photos and history....and everything in between. It is easy to find yourself bouncing from a great new recipe to a simple DIY project, to summer decorating ideas....and I have not even mentioned the Humor boards. (but I digress) Pinterest, like other social media, can be a boon for your business or a great time waster.

Having been an innkeeper, I know that you don't have any time to waste in your busy day...so, that being said, I have scoured Pinterest to find interesting and fun recipes well suited for a bed and breakfast. Recipes on Pinterest usually originate from one of two places. The first are food blogs. These are a great

mid-December in West Seattle. 

She has graciously agreed to be my mentor during that time and teach me what I need to know to become an Interim Innsitter."

WBBG Partners

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

Lydia Oakes lydia@lydiatravelingkitchen.com
<http://www.lydiatravelingkitchen.com>

Heart N' Soul Innsitting Interim Inkeeping

gizlar3@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>



way to get new recipes and step by step instructions as well as great images of the finished products.

Following a few great food blogs is a great way to get new recipes. The other source of valuable "pins" comes from people and publications you are probably familiar with, like, Martha Stewart, Paula Dean, Southern Living, Coastal Living and Sunset Magazine. Whether you follow a blog or get ideas from the professionals, Pinterest is a great way to spice up your breakfast.

Below are just a few of my favorite new recipes:

[Clinton Kelly's Bacon Egg & Cheese Biscuit](#)

This recipe is from The Chew on ABC. A great new take on the popular breakfast sandwich

[Carrot Cake Waffles](#)

Wow! This looks fabulous and the Maple Nut Cream Cheese Spread is a must!

Taken from the [Willow Bird Baking Co blog](#), check out their other breakfast recipes.

I think the [Coffee Mousse Filled Doughnuts](#) sound delightful!

[Apple Pie Oatmeal](#)

Yummm!

Taken from the [Family Feedback blog](#).

[Flag Waffles](#)

Really, I know the 4th of July has passed, but just create some other patriotic holiday so you can make these..so cute!

Do you have a food blog? Food blogs are popular...but on Pinterest they are front and center on everyone's boards. If you have a food blog, "pin" your recipes. If you don't, but have some great recipes you would like to share, start your own blog. It is a great way to "get noticed" via the internet. After all, who knows more about breakfast than an experienced innkeeper.



Top 5 Topics on the Forum

What our innkeepers are talking about.

1. Keeping Towels Soft
2. Musing on Last Minute Reservations
3. Resovation vs. Webervations
4. Living Social
5. Rentals, What is WBBG going to do?

Are you a member of the WBBG? Go to the [forum](#) and share your thoughts.

[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](#)

