

# July 2013 Newsletter

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Early Renewal in August saves \$\$\$

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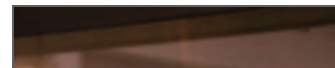
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## President's Message

WBBG's new website is moving forward. As I reported last month, we got quotes from a variety of website developers in May and selected Impactiv.



...from a variety of website developers in my area...  
a Website developer in Pittsburgh. Their first association site is [www.painns.com](http://www.painns.com) and is a good example of the features we will include in the new WBBG.com site. Their development costs are very reasonable, and we are able to build and host the new site within the existing budget. The innkeepers' side of the new site should be available for your inspection by mid-August and we anticipate going live with the site on October 1, 2013. Each member inn will have the opportunity to take advantage of the new website features for differentiating your property. You really should update and renew your listing. When we update content, it will improve the SEO placement and add more value your WBBG listing.



Okay, so between now and early August, feel free to update the existing site at any time. It won't be wasted effort. We'll take all your content from the current site and move it to the new site. When we do that, we'll also notify everyone about how they can connect and login to the new site's innkeepers' side. Then, you will be able to see what your new listing(s) will look like and make further updates.

Because this new site allows customers to search by events, attractions, features, or specials, the results will be based on proximity to the event or attraction, independent of regions. This gets you more listings in results than our current system does.

Thanks to those who have already forwarded new images to us. We all know that images are the key to traffic for a website. We are looking for images to populate regional and city page displays. If you haven't already, **Please help us by forwarding pictures or links** for royalty-free art that we can use for the new site. Thanks for your help. That works for all of us at WBBG.

Oh, and a **quick warning**: August 1 starts the early registration cycle for WBBG. You can save money by renewing your membership in August. You will be getting direct email communication when that period starts.

Bob Spencer  
Co-President

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## Early Membership Renewal August 2013

### Renew Early and Save \$\$\$\$

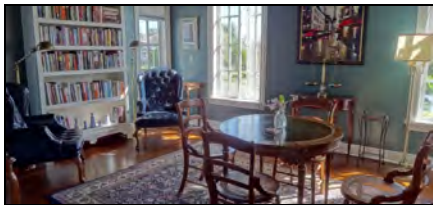
The new dues year begins October 1. Save \$50 with the Early Bird Discount by submitting your payment between August 1 and August 31. To renew, log in at WBBG.com starting August 1.

**Welcome New**

**Certificate of Excellence**

## Members

[Ravenscroft Inn Bed & Breakfast](#) in Port Townsend is back! Please welcome Dave and Carolyn Petro, WBBG aspiring innkeepers who just opened last weekend. Visit them on the WBBG website and check out the beautiful renovations to this 8 room inn.



This year, almost 50% of our WBBG membership have received the Certificate of Excellence Award for 2013. Considering that TripAdvisor awards this to the top 10% of their membership, that is quite a number. 36 members received this award, based on maintaining a 4 out of a 5 star rating by guests on TripAdvisor. To be considered for the Certificate of Excellence, a property must also have a minimum number of reviews submitted in the previous 12 months.

This number reflects the hard work and excellent service offered by all of our member inns. Our quality assurance program insures that all members meet a high standard in guest service, cleanliness and hospitality.

Looking toward next year... TripAdvisor reviews are the key to receiving this award. Encourage your guests to share their experience and review your B & B on TripAdvisor. Congratulations to all on a job well done!

## Annual Meeting Update

Save the Date for the WBBG Annual Meeting and Conference

November 4 and 5 at the Future of Flight in Mukilteo, WA.

This year's conference begins Monday afternoon and includes:

- An expanded trade show,
- The famous Boeing Factory Tour
- Networking dinner at the Future of Flight with keynote speaker Sandy Ward, Future of Flight Marketing Director.



Tuesday's events will be held next door at the Hilton Garden Inn and will offer a number of workshops in the afternoon in addition to our annual business meeting Tuesday morning.

Workshop topics this year include:

- Ins and Outs of Inn Sitters
- Financials for InnKeepers
- Updates on Google and Google+
- Boosting Your Curb Appeal
- Decorating Tips and Trends
- Building Relationships with your VCB
- Informal Round Table Discussions

Registration is \$159 for members and \$199 for non-members and includes meals and workshop materials

## Things You Need to Know

Does your inn have five or fewer guest rooms? Do you plan any significant remodeling, repairs or other building in 2013? If you answered yes to both of these questions, you need to be aware of a significant change to Washington state building codes.

There is both good and bad news. The bad news is nationwide and WA building codes have taken a step backward and, as of July 1, 2013, require "small" B&Bs to install fire sprinklers when they apply for new building permits. The good news is WA State admits this is a mistake and will try to amend the WA code to keep fire sprinklers optional for this size inn.

WBBG will advocate for this amendment at upcoming WA State Building Code Commission (SBCC) meetings. We have already provided documentation of the adverse economic impact of the current rule.

If you encounter any problems with building codes, or if you want more information on this issue, contact Don Malatesta, [treasurer@wbbg.com](mailto:treasurer@wbbg.com), and he will help you. Also, he could use some help with a letter-writing campaign to advocate for the amendment. Please contact him if you want to help.

## What's Next in 2013

Watch for TripAdvisor Connect, due to roll out late in 2013. This will offer services to independent hotels and B & Bs that were previously offered only to large hotel chains. This service is similar to Google Hotel finder and will allow properties to participate in meta search pricing display and automatic review collection through approved booking engines.



Learn more [here](#).



## Member Forum



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

*"Does anyone have tips for making "whole house rentals" more fun and less work (for the innkeeper that is) while still ensuring guest happiness & satisfaction?"*

*"I know that most of you use a new reservation system. I am still using webervations. Webervations does not have an area for the credit card code which is necessary. Do any of you use a system that allows for the code?"*

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 participate and did not receive your invitation, please contact Jill Britt at [qa@wbbg.com](mailto:qa@wbbg.com), or Julie McAferty at [vpmembership@wbbg.com](mailto: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

Lydia Oakes

[lydia@lydiatravelingkitchen.com](mailto:lydia@lydiatravelingkitchen.com)

<http://www.lydiatravelingkitchen.com>



### The Snohomish Soap Company

Local specialty soap company

[cindy@snohomishsoapcompany.com](mailto:cindy@snohomishsoapcompany.com)



[info@snohomishsoapcompany.com](mailto:info@snohomishsoapcompany.com)

<http://www.snohomishsoapcompany.com>

**GREENWICH BAY TRADING CO.**  
America's Soapmaker Since 1968

### Greenwich Bay Trading Company

Speciality soaps and amenities for inns and B&Bs

Denise Huntley

800-323-1209

[customerservice@gbsoaps.com](mailto:customerservice@gbsoaps.com)

<http://www.gbsoaps.com>



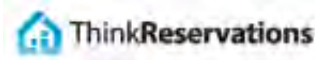
### Heartwarming Treasures

Specially designed gift baskets

Sue Wolfe

[heartwarmingtreasures@yahoo.com](mailto:heartwarmingtreasures@yahoo.com)

<http://www.heartwarmingtreasures.com>



### Think Reservations

Reservation Systems

Richard Aday

[richard.aday@thinkreservation.com](mailto:richard.aday@thinkreservation.com)

<http://thinkreservations.com>



### Comphy Company

Quality Bed Linens

[shantell@comphy.com](mailto:shantell@comphy.com)



### TRC Insurance

Bed and Breakfast Insurance

Scott Roberts

[scott@trcisu.com](mailto:scott@trcisu.com)

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



### MobiMashup

Mobile Websites

Eric Anderson

[info@mobimashup.mobi](mailto:info@mobimashup.mobi)

<http://mobimashup.mobi/>



### Future of Flight



Tours of the Boeing Assembly Plant

[info@futureofflight.org](mailto:info@futureofflight.org)

<http://www.futureofflight.org>



**Bed Voyage**

Eco-Luxury Bamboo Bedding

Sharon Stuart and Val Thorkildsen

[sharon@bedvoyage.com](mailto:sharon@bedvoyage.com)

425-949-8216

**SEATTLE VIDEO TOURS**

**Seattle Video Tours**

Video Marketing for the Travel Industry

[matt@seattlevideotours.com](mailto:matt@seattlevideotours.com)

[seattlevideotours.com](http://seattlevideotours.com)

**Heart N' Soul Innsitting**

Interim Innkeeping

[gizlar3@w-link.net](mailto:gizlar3@w-link.net)

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