

June Newsletter 2012

[Campaign Preview](#)

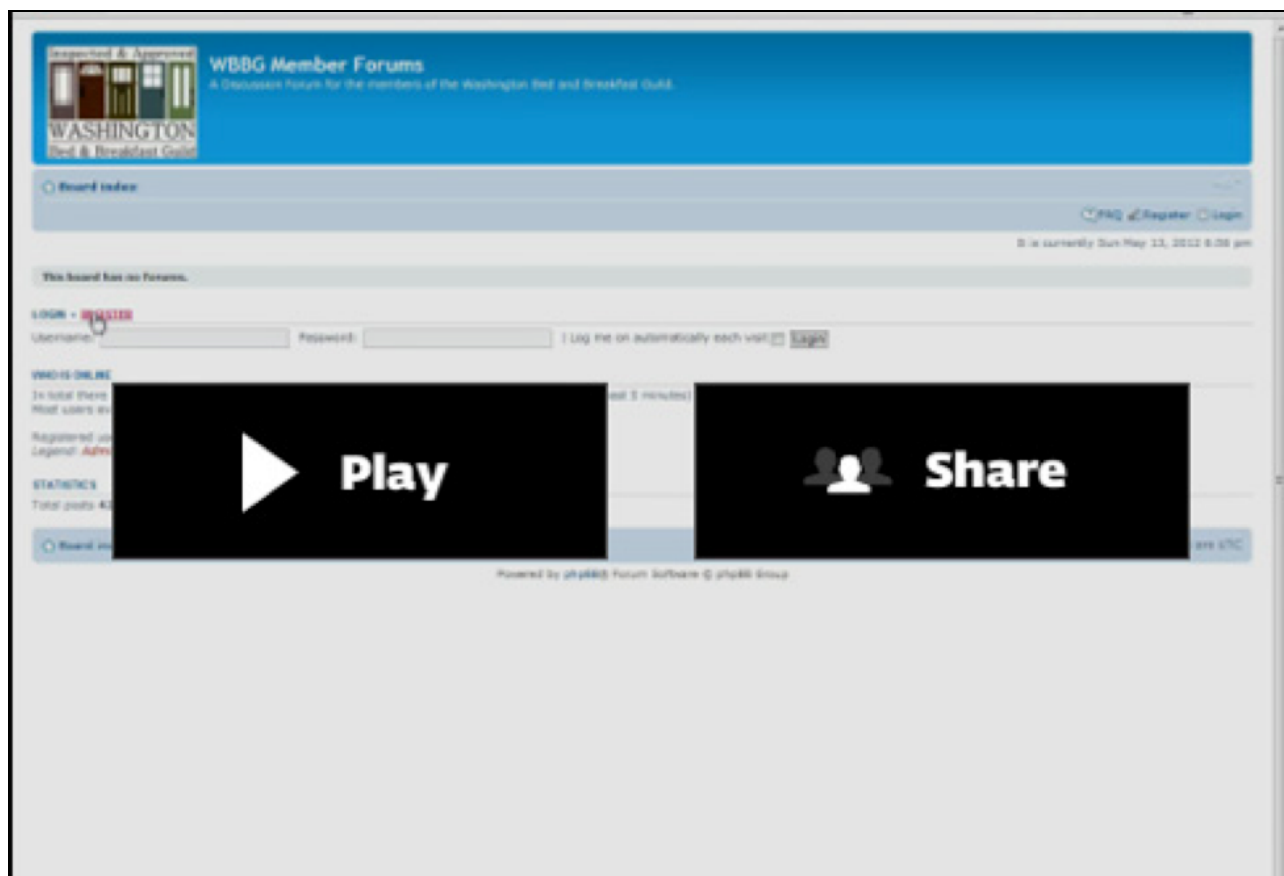
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Join the WBBG Forum

Network with other WBBG members. Learn more here!



President's Update

According to US Travel, travel prices and numbers are higher than any time since before 2008. RevPAR (Revenue per available Room) is at its highest since before 9/11. They all avoid telling us that if we take inflation into account, we haven't made it back to 2008 levels yet, but on the whole it is great news.

WBBG hasn't fared so well over the same period. Many inns have gone out of business. Many others are really struggling to stay afloat. This summer will, hopefully, bring increased occupancy and improving prices to our business.

One thing you can count on is that WBBG will be there to help you with Networking, Education and Marketing:

- Networking at our regional meetings was a plus and the forum is a great new way to continue to get and offer support for others in our community. See how to sign up in the video above.
- Penny, Julie, Shelley, Linda and Cathy



WBBG Annual Meeting Update

The Annual Meeting Planning Committee has been busy signing contracts and organizing a great line up of speakers for WBBG's annual meeting and conference on November 5 and 6. We're excited to have Jay Karen of PAII (Professional Association of Innkeepers International) as one of our keynote speakers. Other speakers include:

- northwest horticulture expert and author Marianne Binetti
- nutrition speaker Susan Blake
- presentations on topics from great garnishes to google analytics by some of our own member experts
- an update from the newly formed Washington Tourism Alliance.
- an optional "Diving Deeper" website session with Lisa Kolb of Acorn Internet.

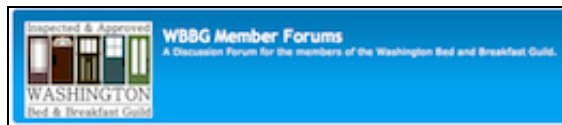
This year's conference will be located at the

are working diligently to amp up the educational content at the Annual meeting.

- The traffic at WBBG.com continues to increase – we know from our Google Analytics data. That results in more traffic to your site which you should be seeing on Nathan’s regular reports.

If you haven’t set up Google Analytics for your site, check out the article in this issue. It is free and easy!

Please remember, in this competitive business environment, we are not competing with other B&B’s. We are competing with Motel 6, Hilton and VRBO. We win by cooperating with other B&B’s.



WBBG Forum

What are our members talking about this month?

5. Are you concerned about the economy?

Our business is on par with last year, but the high gas prices and down economy is a worry. We hate to get into the discount game, but it would be easy to do. Other than staying involved with Constant Contact, we're going to take the hard line and limit all discounts. Your thoughts?

by roaringriver

4. Musings on last minute reservations...

In today's modern, smart-phone/iPad saturated world, I seem to notice that a lot more people are making reservations at the last minute. Has anyone kept track of this with actual statistics?

by DonM

beautiful, waterside Kitsap Conference Center in Bremerton, WA, with reasonably priced lodging available at the Hampton Inn next door. There will be 2 full days of continuing education, a networking reception with vendors, and our annual business meeting.



Google Analytics 101

Learn how to sign up in this helpful article below.

As you may know by now, Bob Spencer is hosting a session at the Annual meeting on using Google Analytics (GA) to understand your internet marketing. In order to get ready for that session, if you are not on GA already, you need to start by signing up. Then, you can place the code (or have your developer place the code) on your website pages so GA can track it. When we get to the Annual meeting, you can work through understanding your data for your site and what you can do to improve your results.

To sign up, go to <http://www.google.com/analytics/>. At the top right, you will see an orange button for

Create an account Click on that. If you are not already signed in with your google account, you will be asked to do so. If you don't already have a Google account, use the SIGN UP button at the upper right. Otherwise, sign in. Once you are signed into your Google account, you will see a cartoon of the steps involved. Click on the Sign up button on the right and you will be asked to provide an account name, the URL of the website and your time zone. Then there is a section on Data Sharing. Please note that GA is free because Google wants to use the information they collect to market to all of us. I may want to use

3. How flexible are you on breakfast times?

How flexible are you on breakfast times? We try to balance flexibility with making life not too crazy for us.... *by greenlakeguesthouse*

2. Living Social

Would anyone like to comment on their experience with Living Social? Was it worthwhile? What are the pitfalls to avoid? Would you do it again? *by millertreeinn*

1. Rezovation and Webervation Use

With my short 2 year experience, I just don't know what online booking engines people use. I started out on Webervations because the cost of using RezovationGT's booking engine was almost \$500 per year and that seemed high to me... *by winemaker*

Sign up and join the conversation today!

<http://forum.wbbg.com/>



We all know it is not just about the bed....

Carrot Cake Waffles

Yields: about 7 waffles (using 1/2 cup batter for each)

Waffle Ingredients:

2 cups all-purpose flour

AdWords or AdSense , so I leave that option checked, but I don't want to have other third parties have access to my information, so I remove the check on that box.

After that, you have to agree to the Google terms of service. Go for it! It is the price of admission.

The next page gives you your tracking code. The important question here is whether you have multiple domains or not. If your booking engine (what allows your customer to book a room on line) is hosted on your site, pick "a single domain". Chances are, your booking engine is not on your domain, so you will need to select "multiple top-level domains."

The tracking code for your pages is automatically generated below. This needs to go into the header of each page of your site and each page of the booking engine if it is a separate domain.

There is a page – somewhere in your site or the booking engine which says basically – Thanks for booking with our B&B. That is a very important page because it indicates success. Make sure the tracking code is on that page. This will allow GA and you to understand your conversion ratio! It will also help you understand what pages in your site contribute to a successful conversion and which pages are turn offs – that kill potential customers.

At the very bottom is a link to generate an email for your website developer. Then you can cut and paste that section right into an email to your developer to get the code implemented. This is not a difficult action and your developer should do this for minimal cost.

Next month, we will start to learn from your GA!

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

1/2 teaspoon salt
 2 tablespoons sugar
 1 1/2 teaspoons baking soda
 1 teaspoon cinnamon
 1 teaspoon nutmeg
 1 teaspoon allspice
 1 3/4 cups buttermilk* or 1 1/2 cups sour cream or plain yogurt thinned with 1/4 cup milk
 2 eggs, separated
 4 tablespoons (1/2 stick) butter
 1/2 teaspoon vanilla extract
 1 cup raisins
 1 cup walnuts, chopped
 1 1/2 cup finely grated carrots
 Cooking spray for waffle iron

Maple Nut Cream Cheese Spread Ingredients:

8 ounces cream cheese, softened
 3-4 tablespoons maple syrup
 1/8 cup chopped walnuts

1. Heat 4 tablespoons butter in skillet over medium heat until melted, 1 to 2 minutes. Continue to cook, swirling pan constantly, until butter is light brown and has faint nutty aroma, 2 to 4 minutes. Add spices and continue to cook, stirring constantly, 15 seconds. Remove from heat and cool to room temperature, about 30 minutes.
2. Combine the flour, salt, sugar, baking soda.
3. Mix together the buttermilk (or buttermilk substitute) and the egg yolks. Stir in the spiced butter and vanilla. Spray the waffle iron well and preheat it. Stir the wet into the dry ingredients.
4. Beat the egg whites in a separate bowl with a whisk or electric mixer (make sure bowl and mixer are spotlessly clean) until they hold soft peaks. Stir them gently into

Contact the Board of WDBS and we can put you in touch with members who can recommend these businesses.

Comphy Company
Quality Bed Linens



Ashley Price ashley@comphy.com
www.comphy.com

Dobay Design LLC
Website Design



Sherry
 Dobay sherri@dobaydesign.com
<http://www.dobaydesign.com/services/ppc/>

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/>

Removing Candle Wax from Carpets or Just Another Day in Innkeeping!

1. Get to the stain as quickly as possible. I am not even going to address this point since most guests will never call and say "Oops, I just spilled candle wax all over the carpet. Can you help?" Usually you will find the wax hardened into the carpet, or, in our case....guest tried to clean it up themselves spreading red wax across the carpet and embedding into our plush white bath sheets. Let's just move on to that hardened wax, stuck to the pile of your new carpet.
2. If the candle wax has hardened, the first thing

the batter. Add carrots, walnuts, and raisins. Stir gently to combine.

5. Spread a ladleful or so of batter onto the waffle iron and bake until the waffle is done, usually 3 to 5 minutes, depending on your iron. Spray iron with cooking spray between waffles as needed.

6. To make Maple Cream Cheese spread, simply combine nuts, syrup, and cream cheese and mix well. Serve waffles immediately with a schmear of Maple Cream Cheese spread

shared by Kat at Willowbird baking, Pinterest.



Sunset Magazine

Sunset Magazine recently contacted [Red Cabose Getaway B&B](#) for information to include in their July addition. Watch for them and congrats Olaf!

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you need to do is to use a dull knife or other dull object to scrape off the excess candle wax from the carpet. Most of the wax will come off in this manner. Be careful not to smash it down into the pile of the carpet. Just do as much as you can.

3. If this does not remove all of the wax, then try the iron method. Simply place a few layers of paper towels that are clean, dry and white, to the area. Then apply a warm iron to the top of the towels. This will cause the candle wax to melt just enough to be absorbed into the paper towel. Keep moving the paper towels to absorb more and more of the wax. Continue to heat and soak until the wax is gone.

One disclaimer here....if the wax was dark in color, you may be able to remove the wax...but the stain may be permanent. Take it from one who found out the hard way!

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