

June 2013 Newsletter

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In the June InnStep

[President's Message](#)

[Welcome New Members](#)

[TripAdvisor 2013 Certificate of Excellence](#)

[WBBG Annual Meeting Update](#)

[New I-9 Procedures](#)

[Understanding CO2 Alarms](#)

[Membership Forum on Facebook](#)

[Our Associate Members](#)

President's Message

It's June and the weddings are starting again at Meritage Meadows Inn. I hope that business is looking positive for all of you. I know that the Islands are really feeling the pinch of the Skagit River I-5 bridge collapse. That makes it an important time to think of them in referrals.

To better market member B&Bs, the Board decided in May to replace the aging WBBG.com website. We got quotes from a variety of website developers and selected Impactiv, a Website developer from Pittsburgh. Their first association site is 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 site should be operational on the innkeeper's side by mid-August and we anticipate going live to the public on October 1, 2013. We will be communicating with each member inn over the summer as we progress toward these goals.



Each inn will have the opportunity to take advantage of the new website features for differentiating your property. You will be encouraged to update and renew your listing. When we update content, it will improve the SEO placement and add more value your WBBG listing.

Listings of inns by regions will not change – inns will be listed randomly each time a customer loads a region or city page. One of the nice aspects of this new site is that if a customer searches 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 and better listings in results than our old system. This also emphasizes the importance of good regional and city descriptions. Those descriptions contain the events and features that your potential customers and looking for. What makes your city or region unique? We need to have those unique attractions listed on the regional and city pages and we are depending on you to help us flesh those out.

We all know that photos are the key to traffic for a website. We are looking for images to populate regional and city page displays. **Please help us by forwarding pictures or links** for great art that is royalty free that we can use for the new site. Thanks for your help. That works for all of us at WBBG.

Welcome New Members

The Heron Inn and Day Spa, is a great addition to our properties located north of Seattle. Katie and Alvin chose to purchase this 10 room inn and day spa

TripAdvisor Certificate of Excellence 2013



in LaConner. They offer full breakfast as well as an on site spa.

Green Gables Inn, located in Walla Walla offers 5 rooms with full breakfast within walking distance of Whitman College. They offer catering for private events, a variety of afternoon tea options as well as events organized by Alexis for visitors to the Wine Country.

We are proud to add these two properties to our growing list of inns and B&Bs in Washington.



The Heron Inn and Day Spa



The Green Gables Inn



Did your inn receive the TripAdvisor Certificate of Excellence for 2013? Inns across the country are proudly displaying this emblem across the web via their websites and social media. Several Washington B&Bs, many WBBG members have received this prestigious award.

Since only a small percentage of inns receive this certificate, the WBBG would like to collect info on how many of our members received this certificate this year.

If you received the TripAdvisor Certificate of Excellence 2013, please drop us an email and let us know. We would like to use that data to promote the WBBG and our members as the best lodging option in Washington.

Please just drop us an email at: qa@wbbg.com and let us know.

Thanks for your help and congratulations to so many of our members who received this award. For many, it is not their first!

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

New I-9 Procedures

As of **May 7**, employers are required to use the new Form I-9 to verify the identity and employment eligibility of all new employees within three days of hire. Although the form seems simple and easy to understand, a 70 page instruction handbook goes along with it!

Employers can be fined up to \$1100 per incorrect form.

Avoid costly fees and fines!

Follow this link to learn more and download the necessary forms.

[I-9 Employment Eligibility Verification](#)

Understanding C02 Alarms Regulations

The SBCC (State Building Code Council) enacted rules requiring carbon monoxide alarms lodging facilities. Initially, they were required in EVERY guest room, but WLA (Washington Lodging Association) successfully lobbied for exemptions. Local county fire marshals are not well versed in these new codes and the exemptions for lodging properties.

Follow the link below to learn more about the new code that goes into effect July 1, 2013.

[SBCC Fact Sheet](#)

Thanks to the Washington Lodging Association for this valuable information.

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:

"Dear Members...Tourism is really being hurt in the San Juan Islands due to the bridge collapse. We aren't getting reservations for June and early July. Please know that the detours are working well around that section of the freeway and we have alternate directions posted on our website and the DOT site. Taking the Conway exit and driving thru the farming/tulip field area is what we recommend, or coming up Highway 20 thru Whidbey Island. Please encourage any guests to come, our rooms are ready and we are eager to welcome them. Thanks for any help and support you can offer."

"Does anyone order t shirts with their logo or name of the b and b? If so, who do you order from? Thank you in advance"

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 participant and did not receive your invitation, please contact Jill Britt at ga@wbbg.com, or Julie McAferty at 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.

Notice our two newest members, **Seattle Video Tours**, video for the travel industry and **Future of Flight**, which includes tours of the Boeing assembly plant.



Lydia's Traveling Kitchen

Interim Innkeeping

Lydia Oakes

lydia@lydiatravelingkitchen.com

<http://www.lydiatravelingkitchen.com>



The Snohomish Soap Company

Local specialty soap company



cindy@snohomishsoapcompany.com

<http://www.snohomishsoapcompany.com>

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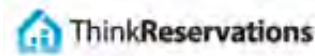
Heartwarming Treasures

Specially designed gift baskets

Sue Wolfe

heartwarmingtreasures@yahoo.com

<http://www.heartwarmingtreasures.com>



Think Reservations

Reservation Systems

Richard Aday

richard.aday@thinkreservation.com

<http://thinkreservations.com>



Comphy Company

Quality Bed Linens

shantell@comphy.com



TRC Insurance

Bed and Breakfast Insurance

Scott Roberts

scott@trcisu.com

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



MobiMashup

Mobile Websites

Eric Anderson

info@mobimashup.mobi

<http://mobimashup.mobi/>



Future of Flight

Tours of the Boeing Assembly Plant

info@futureofflight.org

<http://www.futureofflight.org>



Bed Voyage

Eco-Luxury Bamboo Bedding

Sharon Stuart and Val Thorkildsen

sharon@bedvoyage.com

425-949-8216



English Insurance Group

Bed and Breakfast Insurance

Kristie English

<http://englishinsurancegroup.com>

SEATTLE VIDEO TOURS

Seattle Video Tours

Video Marketing for the Travel Industry

matt@seattlevideotours.com

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Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

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