

# March 2012 InnStep

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## Meet The Innkeepers



Meet Linda and Don Malatesta from [The Inn at Mallard Cove](#)

## Winter is the Busy Time

Winter is the time that the administrative activities get attention from a busy group of Innkeepers. In the last month,

- we have sent postcards out to 250 non-member inns in Washington to inform them about WBBG.
- we started a facelift for wbbg.com which should go live before the busy season starts.
- we planned regional meetings all over Washington explained in the article below.
- Penny and Bob attended the PAII annual meeting in Little Rock and spent time talking with Jay Karen and Isabel Abreu about what an alliance between PAII and WBBG might look like.
- we saved costs associated with the WBBG phone and improved the live response to calls
- we joined WTA and extended our membership with the Seattle Convention and Visitor Bureau
- we scheduled and booked the annual meeting at the Bremerton Convention Center Nov 5-6.
- We set up a survey but didn't get the word out to ask you to answer. [Please click here](#) if you haven't already taken the survey about how WBBG can add value to your membership.

We are looking forward to seeing (meeting?) you at a regional Meeting soon! – *Bonny*



## WBBG Regional Meetings Scheduled

WBBG is initiating a new campaign to add value for our current and potential new members with a series of “Regional Gatherings” in 2012. Our goal is to offer innkeepers the opportunity to take advantage of WBBG’s education and networking benefits closer to home, in a more intimate setting. Our QA Advisor Jill Britt and WBBG officers will also be attending these meetings to give updates and answer questions about WBBG. Bring your business cards, enjoy food, get valuable education, and network with your fellow innkeepers.

Here is the upcoming schedule for the spring! We encourage you to participate, and to invite a fellow innkeeper. Please contact the host for more information or to RSVP. You may also contact Julie McAferty, VP of Membership, at [vpmembership@wbbg.com](mailto:vpmembership@wbbg.com).

### Monday, March 19, 12:30pm - 3:00pm

Location: Orcas Island Library, Eastsound, WA

Host: Carl Silvernail, [otter@otterspond.com](mailto:otter@otterspond.com)

Topic: "Marketing to Get a Yes in Today's Economy"

Speaker: Jill Britt

### Wednesday, March 21, 1:00pm - 3:00pm

Location: [Meritage Meadows](#), Redmond, WA

Host: Bob Spencer, [bob@wbbg.com](mailto:bob@wbbg.com)

## Statistics July 2011

**181 Visits to full property listing views** Annual: 1,471  
July 2011 to Swantown Inn Bed & Breakfast. 33 on highest traffic day, 0 on lowest.



**1650 Abbreviated listing views** Annual: 18,294  
Abbreviated listings are used on region and city descriptions, search results and featured pages



**54 Web site click-throughs** Annual: 221  
Visits to property web site ([www.swantowninn.com](http://www.swantowninn.com))



## Your Inn Statistics with WBBG

Ever wonder how many people view your listing with WBBG. We have included a video to help you learn how to access and understand your listing statistics.

Small changes in your online listing; more images, enticing descriptions and easy access to reservations can make a big difference in how many people choose to make that step from the WBBG site to yours. Contact the WBBG today to help you get the most from your listing.

[Click Here to Learn About Your WBBG Stats](#)

Need to know how to login to the Innkeepers Only section of the WBBG website?

[View a video here to help you get started.](#)

Watch for more helpful tutorials in future newsletters to help you make the most of your membership in the WBBG.



Topic: "Using Google Analytics to Market More Effectively"

Speaker: Bob Spencer

**Thursday, March 22, 12:00pm - 2:00pm**

Location: The Alley Cafe, Leavenworth, WA

Host: Bill Lynn, [info@enchanteddriverinn.com](mailto:info@enchanteddriverinn.com)

Topic: "Spring is in the Air: Time to Clean Out Your Digital Marketing"

Speaker: Adam Brownstein, Buteeq

**Sunday, March 25, 2:00pm - 4:00pm**

Location: [Reflections Bed and Breakfast](#), Port Orchard, WA

Host: Cathy Hall, [jimreflect@wavecable.com](mailto:jimreflect@wavecable.com)

Topic: "Building Your B&B Business in the Off Season"

Speaker: Lisa Watkins

**Tuesday, March 27, 12:30pm - 2:30pm**

Location: [Red Caboose Getaway](#), Sequim, WA

Host: Olaf Protze, [info@redcaboosegetaway.com](mailto:info@redcaboosegetaway.com)

Topic: "Getting the Help You Need. Creative Strategies in Hiring Employees"

Speaker: Jill Britt

**Thursday, March 29, 12:00pm - 2:30pm**

Location: [Boreas Bed & Breakfast](#), Long Beach, WA

Host: Susie goldsmith, [boreas@boreasinn.com](mailto:boreas@boreasinn.com)

Topic: "Is Living Social Right for You?"

Speaker: Nathan Allan

**Monday, April 2, 12:00pm - 2:30pm**

Location: [The Vine Restaurant at Cameo Heights Mansion](#), Touchet, WA

Host: Alan Fielding, [info@cameoheights.com](mailto:info@cameoheights.com)

Topic: "Growing your B&B Business - Successful Strategies and Upcoming Ideas"

Speaker: Ian McPhee

**Tuesday, April 3, 12:00pm - 2:00pm**

Location: [Waverly Place B&B](#), Spokane, WA

Host: Marge Arndt, [waverly@waverlyplace.com](mailto:waverly@waverlyplace.com)

Topic: "Growing Your B&B Business - Successful Strategies and Upcoming Ideas"



## Welcome New WBBG Aspiring Innkeepers

We welcome 3 new WBBG Aspiring Innkeepers this winter: Lynn Monroe, Patricia Moreno, and Angela Elgee. Aspiring innkeepers receive a professional innkeeping book, member rates at WBBG conferences and meetings, the InnStep Newsletter, and most importantly, the opportunity to meet with 3 mentor innkeepers and our Quality Assurance Advisor. Angela Elgee, who hopes to open her inn this spring, says "Joining this association is one of the best decisions I have made."

Strategies and Upcoming Ideas

Speaker: Ian McPhee

**Wednesday, April 4, 12:00pm - 2:00pm**

Location: Bonair Winery, Zillah, WA

Host: Karen Merola Krueger, Orchardinn@aol.com

Topic: "Growing Your B&B Business - Successful Strategies and Upcoming Ideas"

Speaker: Ian McPhee



## Innkeeping Opportunity

From time to time, we have extraordinary opportunities pop up within the membership of WBBG. This is one. The Fairgate Inn requires a team player willing to support other staff. Duties include answering phones, breakfast prep and service, main floor housekeeping, guest check-in/out and online reservations. The Fairgate Inn is more than a typical bed & breakfast. In addition to our eight suites, we are a busy event facility. Benefits include 800 sq.ft. apt w/utilities, food, wages. Contact Chris at 360-834-0861 or [chris@fairgateinn.com](mailto:chris@fairgateinn.com).

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