

March 2013 Newsletter

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News This Month

WBBG Membership does have it's benefits!

Are You Paying for Bescover?

New State Health Department Regulations

Regional Meetings Scheduled, 8 Across the State

Meet Our New Associate Members

Members Helping Members

Past Member/Noble Cause



Presidents Message

Well, last month I wrote about the benefits we gained from a Groupon offering. I'm a bit late this month with the president's message because we have been very busy. I guess that is the good news and the bad news in a nutshell.

I was called in the last week by other B&B state organizations about a concerning issue. I want to present it to you in hopes that we can get ahead of the curve on this problem. Many members of WBBG have told me what a great resource Pamela Lanier's guides have been to them over the years. As a result, Karen and I joined Lanier in 2011. After one year, as I always do, I evaluated the value I got by looking at my bookings from each source. For our inn, Lanier's guide didn't produce, so we cancelled in the spring of 2012. In July of 2012, Marie Lanier called me, as the president of WBBG, to explain the great new web based service they were putting together. It was to be called Bescover.

I have to admit that I was openly dubious about the value that might be generated from a name change for their website and most of the additional offerings seemed to represent more revenue opportunity for Bescover than marketing opportunity for us as innkeepers. Nonetheless, I was shocked this February when a charge for Bescover appeared on an old card I had used for my original Lanier subscription.

This was not an isolated event. It appears that all prior customers of Bescover have been charged or are being charged. This fraud continues today and



Regional Meetings!

WBBG is coming near you this spring with 8 gatherings, all around the state!

- Take advantage of education and networking benefits close to home.
- Learn something new, stay up to date on industry trends, and break bread with your peers.
- The more the merrier, so invite a fellow innkeeper!

Cost: Free for WBBG members, and just \$10 for non-members* (\$20 for Port Angeles Networking dinner for everyone), includes workshop and meal.

*Apply for WBBG membership in 2013 and we will take \$10 off your application fee

RSVP: Contact Julie McAferty at

vmembership@wbbg.com or 206-729-8700.

For more details on topics and locations, see <http://wbbg.com/membership/regionalmeetings>

Wild Iris Inn, La Conner

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

Tuesday March 26, 12-2pm

Topic: Get Your Analytics On!

Café Garden, Port Angeles

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

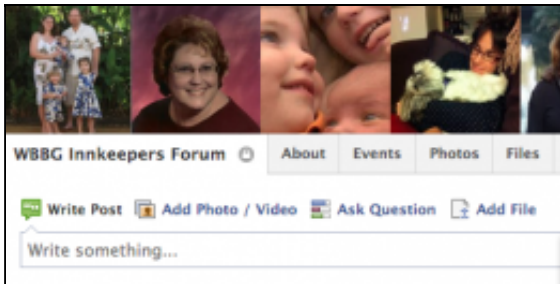
Monday, April 1, 6:30-9pm Dinner with the WBBG Board, \$20 per person

Topic: Can You Afford Living Social (and Other Online Deals)?

are being charged. This thread continues today and American Express acknowledged to me that they are very much aware of the activity. On the other hand, unless you call to contest the charge, they are happy to process it. If you are a PAII member, you can see the most recent forum thread at: <http://bit.ly/11hDQZt> If you have ever given a credit card number to Lanier for any reason and didn't request to be on the new Bescover site, I'd strongly recommend that you peruse your credit card billings for the last several months. Bescover is making suitable replies in the press about resolving the problems, but only for people who call them. They are so overburdened with calls that it may be difficult to get through to them. They have not taken a systemic look into the problem in any attempt to be proactive in resolving this fraudulent activity.

On a brighter note, Julie McAferty has been working very hard this winter to set up this year's regional meetings. There is one coming to your region soon! I'll be at several of the meetings and look forward to meeting you there.

Bob Spencer, President WBBG



Forum has moved

We have swapped the WBBG Forum over to using a "secret" Facebook group. It is invitation only and your posts will not show up to non-members of the group. Only current WBBG members are invited and able to stay on this list.

The more traditional forum suffered from a couple of shortcomings;

1. It was almost impossible to keep up with spam posts, even though the forum was locked down.
2. It was not as members "reader" as a must visit place

Harrison House, Friday Harbor

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

Wednesday, April 17, 12-2pm

Topic: Save Time-Use Your Social Media Playbook

Krystal's Restaurant, Leavenworth

<http://www.kristalls.com/home>

Monday, April 22, 12-2pm

Topic: Get Your Analytics On

Inn at Blackberry Creek, Walla Walla

<http://www.innatblackberrycreek.com/cms/>

Tuesday, April 23, 12-2pm

Topic: Save Time-Use Your Social Media Playbook

Orchard Inn, Yakima

<http://orchardinnbb.com/>

Wednesday April 24, 12-2pm

Topic: Financials to Focus On,

Selah Inn, Belfair

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

Monday, April 29, 12-2pm

Topic: Financials To Focus On

Fairgate Inn, Camas

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

Tuesday April 30, 12-2pm

Topic: Can You Afford Living Social (and Other Online Deals)?



New Associate Member

[ThinkReservations](http://www.thinkreservations.com/) is a local technology company that is committed to the success of B&B's. Their online reservation system streamlines the reservation process, saving you time and money.

They are known for amazing customer support,

2. It was not on members radar as a must visit place for information sharing.

We decided that Facebook provided a near perfect platform, for a multitude of reasons;

1. The majority of our members already use it on a daily basis (so will see the group with minimal effort).
2. Most members are accustomed to the format.
3. As a B&B, you probably already have a Facebook page for your B&B (if you don't let Nathan or Jill know and they will help you).

This new location of the forum may be more helpful in gathering content for the WBBG Facebook page.

We also hope this will strengthen the "Network" part of our mission.

Questions? Find me (Nathan) on Facebook or w ebmaster@w bbq.com



New Associate Member

MobiMashup builds a custom configured "mobilized" home page (with your logo, your colors, your fonts) and "mashes" it up with your existing web site. With MobiMashup, people hitting your web site's address on a smartphone see a typically-mobile appearing page displaying information about your business's address/location and operating hours featuring prominent "thumb-friendly" buttons that enable immediate use of the functions that come standard on every smartphone: dialing a number, writing an email, and navigating to a precise location.

<http://www.mobimashup.mobi>

New Aspiring Innkeepers



We are happy to welcome new

holding your hand through the entire setup process, and providing you with the analytics and information you need to keep your beds full. The company's vision is to transform the B&B experience for owners and guests by making it easy for guests to say yes. Contact [Richard Aday](#), CEO & Principal Engineer, for more information.



Associate Members

English Insurance Group
Bed and Breakfast Insurance



Kristie English

<http://englishinsurancegroup.com/>

MobiMashup
Mobile Websites



Eric Anderson

info@mobimashup.mobi

<http://mobimashup.mobi/>

Think Reservations

Reservation
Systems



Richard Aday

richard.aday@thinkreservations.com

<http://www.thinkreservations.com>

Greenwich Bay Trading Company
Speciality soaps





aspiring innkeepers,
Dave and Carolyn
Petro of Issaquah.
They have recently

purchased the Ravenscroft Inn in Port Townsend and hope to be open this summer after renovations to the property.

Member News

Inn at the Lake Closes



We are sorry to say
goodbye to Virginia
and Blane Coffey,
who closed Inn at
the Lake after 17
years of business

on March 1, 2013. Details about their unexpected legal battle with Pend Oreille County are posted on their website and at www.supporttheinn.com. They will be missed!

Members Helping Members!



Members connect and help each other!

Tom and I picked up a Serta Mattress at their Puyallup warehouse this morning and delivered it to Bill and Susan at Miller Tree Inn in Forks this

afternoon. The challenging task was getting a king mattress up to the third floor via the fire escape stairway. With much determination and a lot of energy the task was completed and the end results was one delivered mattress and two pooped innkeepers!!! (from Linda Dike, Guest House BnB, Seattle)

Health Department

and amenities for inns and B&Bs

Denise Huntley
customerservice@gbsoaps.com
800-323-1209
<http://www.gbsoaps.com>

Heartwarming Treasures

Specially designed Gift



Baskets

Sue Wolfe

heartwarmingtreasures@yahoo.com
<http://www.heartwarmingtreasures.com>

Lydia's Traveling Kitchen

Interim Innkeeping



Lydia Oakes

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

Heart N' Soul Innsitting

Interim Innkeeping

gizar3@w-link.net

TRC Insurance



Bed and Breakfast

Insurance

Scott Roberts

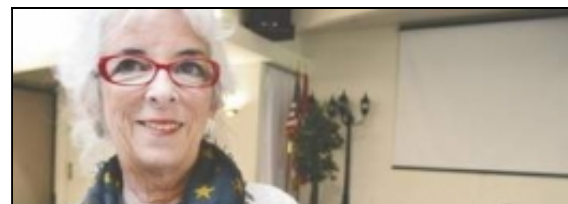
scott@trcisu.com
<http://www.trcisu.com/>

Comphy Company



Quality Bed Linens

shantell@comphy.com
<http://www.comphy.com>



News for You

Washington State is updating the state's food service rule (WAC 246-215) to be in line with the 2009 FDA Model Food Code. The changes updated by our state will take effect May 1, 2013 and can be found at <http://1.usa.gov/15sF1Ww>. For more details, contact King County Department of Health at 206-263-9566 or ask your health department inspector. Here are some of the highlights from a recent mailing to King County B&Bs.

Hot Holding: Hot Holding Temperature will be at 135F (formerly 140F).

Potentially Hazardous Food: Cut leafy greens and cut tomatoes will be on the list of potentially hazardous foods and need to be kept hot at 135F or above or cold at 41F or below for safety.

Washing Produce: New rule clarifies use of running water to properly wash fresh fruits and vegetables, including sprouts and herbs. Produce that is soaked or crisped in water will also need to be rinsed after soaking.



Past Member and a Noble Cause

Innkeepers Making a Difference

The Tudor Inn, Port Angeles closed in 2011. The owner, and past WBBG member made this decision after her son, Capt. Joseph William Schultz, a decorated Green Beret was killed in action while leading a mission on May 29, 2011 in Afghanistan. Betsy has chosen to reopen as the Capt. Joseph House. Her goal is to create a respite for families of those killed in action. Such places exist, but the Captain Joseph House would be the only inn created for the relatives of soldiers killed in action. Betsy was a long time member of the WBBG. In order to reopen, she will need to do extensive renovation to make the inn ADA compliant. Her goal: to house 3 families a week, 11 months out of the year. The estimated cost per family for travel and lodging is \$5000. Betsy has created the Captain Joseph Foundation to collect donations for travel vans as well as other expenses. Follow this link to read about her noble endeavor and consider how you as an innkeeper or we as an organization can support her. She is truly creating a place that will serve the memory of her son Joseph, and all the other young men and women who have given their lives in service to our country.

Peninsula Daily News <http://bit.ly/YIQTIQ>

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