

May 2013 Newsletter

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In the May InnStep

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President's Message



What an amazing spring in Washington. The flowers are exceeding expectations everywhere in our gardens... now they're going to be looking for raises!

It has been a busy time for your board as well. Thanks to Julie McAferty's hard work, we have completed lots of meetings all around the state and met lots of members and potential members in our travels. Julie has great news on the meetings and on new members in her article in this issue.

We are moving forward on revising the website. This is a complicated process, and fortunately, we have a good team to guide us forward. Penny Whisler, Joanne Lechner and Adele Loesser have agreed to join me in developing the new site. While many of you will recognize Penny and Joanne's names, Adele is a new aspiring innkeeper with extensive background in web development.

The board agreed unanimously last Wednesday to work with Impactiv (also known as Innkeepers Advantage) in the development of the new website for WBBG. If you want to see an example of their site, look at <http://www.painns.com> and check out the features. They are working with us to build in more features to enhance search engine optimization and make our customers' experience as simple, effective and sticky as possible. This work will be done within the overall budget we discussed at the last annual meeting and without dangerously reducing the reserves of the guild.



This effort will be ongoing throughout the summer and we anticipate the site will be live on October 1. Members will have a period of time late in the summer to adjust their content on the new site, but we will move over all the content from the existing site. It would be best for all of us if we can load new content to the individual inns, so the bots can find lots of new content as the site goes live. That can help to improve traffic by itself.

Regional Meetings

The spring regional meetings were a great success with over 100 innkeepers attending the 8 meetings held around the state. We all learned something new to help our businesses, and enjoyed eating and sharing stories together.



We especially want to thank our hosts &

King 5 Best Northwest Escapes

Congratulations to four WBBG members who made it to the Top 10 of King 5's [Best of the Northwest!](#)

This yearly competition promoted through Evening Magazine offers the opportunity for the traveling public to vote for their "favorite" in a number of categories.

Two of our members landed in the coveted Top 5:

[Trumpeter Inn Bed and Breakfast](#), Friday Harbor, 3rd Place

[Boreas Bed and Breakfast](#), Long Beach, 4th Place

Two of our members made it into the Top 10:

[Arlington's River Rock Inn](#), Arlington, 7th

organizers at the **Fairgate Inn, Selah Inn, Orchard Inn, Inn at Blackberry Creek, Enchanted River Inn, and Harrison House Suites**, as well as **Red Caboose Getaway** and the **Wild Iris Inn** for giving us a place to meet and organizing the food. Also, thanks to Jill and David Britt, Olaf Protze, Nathan Allan, and Bob Spencer for speaking at the various meetings. These events would not have



been possible without the efforts of all of you! We will be doing a couple more regional meetings in October. If you would like to host a meeting, please contact Julie McAferty at vpmembership@wbbg.com.

Place
[The Wild Iris Inn](#), LaConner, 9th Place



Trumpeter Inn Bed and Breakfast



Bed and Breakfast Inn

Boreas

Welcome Back!

We are glad to welcome two members back to WBBG.

Welcome to Penny Maxwell Bingham from **The Maxwell House** in Walla, Walla and Shaun Andres, **Trumpeter Inn**, Friday Harbor. Both returned as members of the WBBG this month and we are glad to have them back!



Trumpeter Inn



Maxwell House

Is There Life after Innkeeping? *Two of our members think so!*

Georgeanne and Denny Nichols of **Bosch Garten**, Leavenworth have decided to close and pursue other interests. Georgeanne, a long time member of the guild served on the board for a

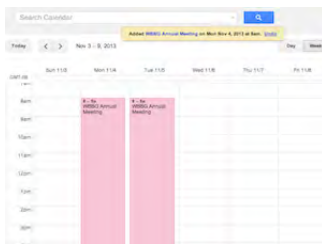


number of years. Her hard work and dedication to innkeeping helped to shape the success of the WBBG in the North Cascades region. As an innkeeper and friend, she will be missed.



Judith Burbrink, owner of **Villa Heidelberg**, Seattle has decided to sell her charming West Seattle BnB and retire. A long time member of the guild as well as the Seattle Bed and Breakfast Association, Judith has been a warm, welcoming innkeeper to so many guests over the years. After the sale of her inn, Judith plans to follow her passion for travel. We wish her safe and happy travels!

WBBG Annual Meeting Update



Save the Date for the WBBG Annual Meeting and Conference November 4 and 5 at the Future of Flight Museum and Hilton Garden Inn in Mukilteo/Everett.

We are looking forward to an expanded trade show this year, as well as some excellent speakers. All attendees will be able to attend a complimentary Boeing Everett Factory Tour, home of the 747 and 787 jets. Pricing is \$159 for members, and \$199 for non-members and includes all workshops and materials, 1 dinner, 1 breakfast, 1 lunch, and snacks and beverages.



New WBBG 2013-2014 Lodging Maps

The lodging maps have been delivered to visitor's centers, tourist attractions and ferry stops across Washington, Oregon, BC and even a few to friends in Alaska! Member inns should be receiving their new maps through the end of May. Please replace any old lodging maps with the new 2013-2014 Edition. If you need more, or have questions please contact us at

directory@wbbg.com



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. Questions this week included:

"When a guest staying for multiple nights says: "Don't bother making my bed..." It usually seems to mean they are embarrassed by what they did to your sheets. All the more reason to check before the stains get set permanently. Is there a proper way to respond, or is it better to just bite your tongue and smile politely? "

"Does any have smart TV's in their guest rooms? I am trying to find a great wireless way for guests to view TV's and have access to movies. Without a bunch of extra boxes near the TV."

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 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.



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>



Greenwich Bay Trading Company

Speciality soaps and amenities for inns and B&Bs

Denise Huntley

800-323-1209

customerservice@gbsoaps.com

<http://www.gbsoaps.com>



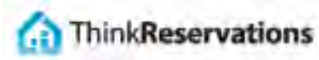
Heartwarming Treasures

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/>



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/>

Heart N' Soul Innsitting

Interim Innkeeping

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