

# November 2012 Newsletter

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**WBBC Annual Meeting 2012**

# WBBG Annual Meeting 2012



## From the President

Thanks to the many members who attended the WBBG Annual Meeting in Bremerton November 5 and 6. The meeting was fun, informative and packed with good content. Thanks too to the great team who put the whole event together: Penny Whisler, Julie McAfferty, Shelley Goulding, Linda Dike and Cathy Hall. If the past is any indicator of the future, next year's annual meeting, November 4 and 5 2013, will be a must do event.

We elected (and re-elected) new [board members](#). Perhaps the most significant change was Penny sacrificing her co-president title to become our new Vice President of Marketing. Although I hate to lose her many contributions as co-president, the Guild needs her to manage the many competing interests of our Marketing effort. Thanks Penny.



Jay Karen from PAII was a great keynote speaker. He very clearly established his broad vision for B&B's in the US. His leadership in the Better Way to Stay

campaign is inspiring because he is working to establish awareness for the industry-

## WBBG Purpose

The WBBG Board submitted a "Purpose" statement to the membership at the annual meeting. This was created to help define WBBG: our mission and vision. There was discussion and several helpful revision suggestions from attendees. The membership voted to approve the following:

**WBBG is the recognized standard and voice, industry leader and information resource for Washington B&Bs and guests.**



## Heartwarming Treasures

Specialty designed Gift

*Heartwarming Treasures*

Baskets

Sue Wolfe [heartwarmingtreasures@yahoo.com](mailto:heartwarmingtreasures@yahoo.com)

<http://www.heartwarmingtreasures.com>

to education awareness for the industry especially for Gen X and Gen Y customers. We all need to learn how to bring them in and offer to them the service they want. Lastly, I will report that the Guild is essentially in the same place we were at this time last year. We have arrested the declining membership trend we have seen for several years. Now is the time to better serve our members and our guests and improve the market for all of us. We need your help to do this. No one on the board is an employee of the Guild. We are all volunteers, and that is how the Guild will succeed or fail.  
Happy Innkeeping!



## Important Info

As a member of the WBBG, you can view our reports and meeting minutes via the WBBG website.

Follow the links below to keep up to date with important decisions for our organization.

### Member Only/Annual Report

<http://wbbg.com/membersonly/annualreport>

### Executive Committee Meetings/ Board Meetings

<http://wbbg.com/membersonly/boardminutes>

## Lydia's Traveling Kitchen

Interim Innkeeping



Lydia Oakes

[lydia@lydiatravelingkitchen.com](mailto:lydia@lydiatravelingkitchen.com)

<http://www.lydiatravelingkitchen.com>

## Heart N' Soul Innsitting

Interim Innkeeping

[gizlar3@w-link.net](mailto:gizlar3@w-link.net)

## PLC Insurance

Bed and Breakfast Insurance



Scott Roberts [scott@plcins.com](mailto:scott@plcins.com)

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

## Comphy Company

Quality Bed Linens



Ashley Price [ashley@comphy.com](mailto:ashley@comphy.com)

<http://www.comphy.com>

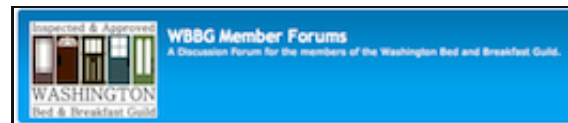
## English Insurance Group

Bed and Breakfast Insurance



Kristie English

<http://englishinsurancegroup.com/>



## WBBG Forum

Now that winter is here, many innkeepers will have more time to learn, connect and unwind. Don't forget to visit the WBBG Forum. Take the opportunity to network with friends and learn what is new in Washington innkeeping.

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

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