

November 2013 Newsletter

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November InnStep

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Carson Ridge in Sunset Magazine

Welcome New Members

New Associate Member Focus

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Our Associate Members





President's Message

It has been a tumultuous and busy month. October 1, we had a board meeting and launched the new wbbg.com website. We are not as bad as the HealthCare.gov site, but that isn't saying very much. There were issues, many of which are resolved. Some issues remain that we are aware of, and I'll bet there are some I don't know about yet. Please send your concerns to me at bob@wbbg.com or call at 206-714-7802. We will get them resolved as rapidly as possible.



On top of that, of course, it was a crush. For a winemaker, that is the really busy time, and the grapes wait for nobody. All our wines are through fermentation and starting aging, thank you.

Then came the WBBG Annual Meeting. If you didn't make this year's event, it was a great time. Julie McAferty, Cathy Hall, Linda Dike, Jill Britt, Joanne Lechner, Leslie Chamberlain and a host of others combined to make this fun-filled day and a half go smoothly. The tours of Boeing's factory were fascinating and the vendor fair and awards



dinner were great. We kept the business meeting short and funny – thanks to our rock star treasurer – Don Malatesta and his Posse. The afternoon's education had something for everyone. The food was surprisingly good, and the venue was roomy and comfortable.

The election of officers saw some new faces and many experienced hands staying on for the next year. Teresa Lutrell, from Enliven B&B in Kenmore, will serve as Secretary for the next two years, and Carl Silvernail, Otter's Pond B&B on San Juan Island, agreed to a term as representative-at-large. Julie and I agreed to another term as VP Membership and President – although Don agreed to double our salaries this time. (That was a joke). I was overwhelmed by the honor of being awarded the Sam Haines Award at this meeting. Although this is a lifetime achievement award, I intend to continue to work for WBBG. This is not the time to rest on our laurels.

On a very positive note, Josh Goldfinger has agreed to employ his experience to improving WBBG's Government Relations efforts. Josh is the innkeeper at Plum Lodge on Vashon Island and long term Aspiring Innkeeper with WBBG. Josh will be collecting information on regulations governing B&B's in Washington. He will coordinate with Don Malatesta and Penny Whisler to make WBBG more effective at advocating for Washington B&B's in the governmental and Tourism arenas.

At the Annual Meeting, we also learned that Cathy Hall, after 18 years on the board and 24 years as innkeeper for Reflections B & B in Port Orchard, is retiring. We will miss Cathy's contributions on many, many different levels going forward. There is no single individual who can fill her shoes, but we will muddle forward anyway. Thank you, Cathy, for being a mentor and friend to me, and to so many others. Over the years, Cathy has received several awards from WBBG for her tireless contributions. It is hard to imagine how we might respond to her retirement other than to send with her our Love and Prayers. Cathy, you will be missed.



Bob Spencer
co-president



Annual Meeting

This year's annual meeting, held at Future of Flight in Mukilteo was another great opportunity to network, learn, engage and just have fun! Along with our Members Dinner preceded by a Happy Hour at the Hilton Garden Inn, there were several Boeing Tour options.

Our Associate members as well as other industry vendors offered members an opportunity to connect with useful goods and services tailored for our industry. Internet marketing, on line booking, reservation systems, web design, hospitality gifts, bedding, amenities, insurance options and web design were all represented this year. It was great to put a face to those vendors you see listed at the bottom of each new sletter.

The budget for fiscal year 2014 was approved. It is a tight budget, reflecting the number of actual members who had renewed as of October 4, 2013.

A proposed dues change was approved(decrease in widget discount to \$50 per year after the first year, effective for fall renewals in 2014).

Member Awards

Special Achievement Award

Presented to a member who has made significant contributions to the Guild's initiatives in mentoring and recruiting new members.

Alan Fielding, Cameo Heights Mansion

Awards of Excellence

Linda Dike, Guest House BnB, Seattle

Cathy Hall, Reflections Bed and Breakfast, Port Orchard

Don Malatesta, Inn at Mallard Cove, Olympia

Superlative Achievement Award

Presented to a member who has demonstrated sustained leadership, energy, creativity and initiative symbolizing the Guild's mission and standards of excellence.

Shelley Goulding, 9 Cranes Inn, Seattle

Sam Haines Award

This award is presented to a member for sustained contributions and lasting positive effect on the WBBG and the innkeeping profession.

Bob Spencer, Meritage Meadows BnB, Redmond

New Board Members for 2014

President: Bob Spencer, Meritage Meadows Inn (2nd Term)

VP Membership: Julie McAferty, Greenlake Guest House (2nd Term)

Secretary: Teresa Luttrell, Enliven Bed & Breakfast

Treasurer: Don Malatesta, Inn at Mallard Cove

VP Marketing: Penny Whisler, Three Tree Point Bed and Breakfast

(VP of Marketing and Treasurer were not due to be elected this year. Penny Whisler, Three Tree Point B&B, will continue as VP Marketing and Don Malatesta, Inn at Mallard Cove, will continue as treasurer).

Area Representatives

Position 1 (Olympic Peninsula): Olaf Protze, Red Caboose Getaway

Position 2 (Kitsap to the Columbia) Bonnie McCullough, Selah Inn

Position 3: (Island) Gary Gabelein, Farmhouse Bed & Breakfast

Position 4: (Wine Country) Alan Fielding, Cameo Heights Mansion

Position 5: (Greater Seattle): Linda Dike, The Guest House B&B

Position 6: (The Coast): Susie Goldsmith, Boreas Bed & Breakfast

Position 7: (At Large, Representing North Cascades): Cindy Lonn, A Harbor View Inn

Position 8: (At Large) Carl Silvernail, Otters Pond B&B

Position 9 (At Large) Joanne Lechner, Eagles Nest Inn

Position 10, 11, and 12 (At Large) are currently vacant

Member News

Congratulations to Carson Ridge Luxury Cabins

Kudos to **Carson Ridge Luxury Cabins** in Carson on their recognition in Sunset Magazine. They were noted as one of 37 Best Cabin Getaways. Check out the article here. <http://bit.ly/17PzO06>



Welcome Our Newest WBBG Members



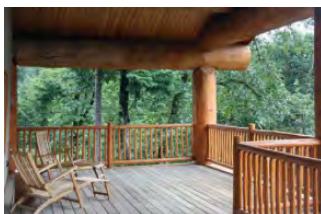
The Colvos Suite

Welcome our newest and only property on Vashon Island, **Plum Lodge**. Josh Goldfinger, our longest ever member as an Aspiring Innkeeper was well prepared when he opened this 2 suite property.

[Visit here!](#)

Spinnaker Tea Garden is a two room farm style bed and breakfast set on 5 acres overlooking Penn Cove, near Coupeville. This quiet, serene spot is a great addition to the guild.

[Visit here!](#)



Located in Stevenson on the Columbia River Gorge, **Rivermist Lodge** is a 3 room property ideal for a romantic getaway, an outdoor adventure or a family gathering.

[Visit them here!](#)

After Innkeeping....One Member Retires!

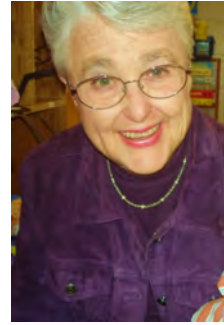
Although Bob mentioned this in his President's Letter, this member certainly deserves a space all her own in this newsletter. Cathy Hall spent 24 years as an innkeeper in Port Orchard and served 18 years on the board of WBBG.

Cathy worked continually not only for the WBBG but within her own community to further opportunities for innkeepers. She was active in Port Orchard as well as her local church, yet somehow found time to serve on the WBBG board in a number of capacities. Most recently she served as the Area Representative and did an exceptional job of communicating ideas, changes and updates to our members, board and those other BnBs in her area.

Cathy believed in innkeeping and worked with local government to help keep it a viable business option in the Port Orchard community.

Her inn, Reflections BnB is already For Sale and she is starting retirement with an extended stay with her daughter in Phoenix. Sounds like a great place to spend the winter. After that Cathy is considering calling Vancouver, WA or Portland OR home.

We all wish Cathy good health, happiness and a fun and feisty retirement! We miss her already!



New Associate Members

Blue Mountain M&A

Blue Mountain M&A helps people buy and sell lifestyle businesses, including bed and breakfast properties.

Our founder, Bruce Perry, has over 30 years experience as a CPA, attorney, and business broker. We understand business valuation, financing, tax planning, and know what it takes to put a successful sale together. If you are thinking of buying or selling a bed and breakfast, we can be sure you get the best deal possible.



Contact Bruce Perry at bperry@bluemountainbusiness.com

Learn More: <http://www.bluemountainbusiness.com>

Member Forum



Visit the WBBG Member Forum, our private group on Facebook. The Member Forum is a great place to ask questions and get support from other members. Recent posts included this question....

"Has anyone had experience marketing their inn using facebook ads and/or sponsoring or offering perks to Meetup groups? Thanks!"

Valuable business info....

"We formed our LLC as a sole proprietor, with 2 CPAs telling us no benefit to being a S-corp. New accountant is saying we should form S-corp. What have others done?"





If you are a member of the WBBG and want to participate, 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.



English Insurance Group

Bed and Breakfast Insurance

Kristie English

kristie@englishinsurancegroup.com

<http://englishinsurancegroup.com>



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

Specialty soaps and amenities for inns and B&Bs

Denise Huntley

800-323-1209

customerservice@gbsoaps.com

<http://www.gbsoaps.com>

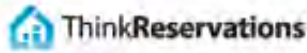


Heartwarming Treasures

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/>



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



Seattle Video Tours

Video Marketing for the Travel Industry
matt@seattlevideotours.com

seattlevideotours.com



Blue Mountain M&A

Help Buying/Selling Lifestyle Properties

Bruce Perry

bperry@bluemountainbusiness.com

<http://www.bluemountainbusiness.com>

Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

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