

# October 2012 Newsletter

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## LONG BEACH, WASHINGTON



### President's Message

WBBG's board represents a very narrow slice of the membership. *All* the officers and most of the active regional reps are from a narrow strip from just north of Seattle to Olympia. Please consider offering your perspective to the board. One of the first lessons our WBBG mentors shared with us when Karen and I became aspiring innkeepers was:

***Innkeepers should never talk politics or religion with their guests.***

Occasionally, however, guests want to talk politics, and as we approach the upcoming presidential election, this desire seems to be intensifying. I had a guest tell me the other day that although he is a conservative, he believes in social responsibility. Social needs should not be fulfilled at the national level, or even the state level, but rather at the local level - communities, churches and individuals. He thinks each member of a society has a fundamental, personal responsibility to support the society. WBBG has an election coming up on November 6<sup>th</sup> – the same day as our countrywide election. At the annual meeting we will be electing a Treasurer, Vice President of Marketing and several

### Two Days Away May Mean More Pay

If you're being asked to leave your business for two days for anything other than vacation, of course you'll want a good reason to do so. WBBG's annual meeting on November 5 & 6 gives you many.

One reason is the workshop entitled, **"Financials to Focus on – Revenue Management as A Pathway to Greater Profitability."** Presented by David Britt, Assistant Professor of Business Management at Charleston Southern University and Managing Partner of InnConnections LLC, the session will address decisions that innkeepers need to make to achieve their unique business goals. Among them:

- *The room rate vs. occupancy challenge*
- *Fundamental revenue principles on customer acquisition and spending*
- *Average Daily Rate vs. Effective Average Daily Rate*
- *The underlying expenses needed to drive occupancy vs. room rate*
- *Room mix management*
- *Planning and strategy*

vice president of marketing and several regional representatives. As a part of your nominating committee, I have talked with many of you about your willingness to participate in the governance of this guild. The President, the officers and all representatives are unpaid volunteers. The whole governing board meets 4 times each year and the officers meet monthly by teleconference. We try to move the board meetings all over the state to share the travel burden. Unfortunately, some reps are resigning and nobody outside Seattle has been willing to step into their shoes. We need broader representation and participation. We need your unique perspective, your ideas, and your experience so that the Guild can serve all of its members in meaningful ways. It's not just social responsibility; it's also good business practice – for the Guild *and* for your B&B. Ask any board member how their involvement has benefitted them. It is easy to see how it has helped the Guild. Please step up and support WBBG by volunteering your time. We need **YOU**.

*“We’re all too busy to add one more job, but the time I’ve spent with other innkeepers at board meetings has really paid off. I’ve gotten ideas by seeing how other inns operate, and gotten my problems solved by sharing them during casual conversations that I otherwise wouldn’t have had.”*

**-Shelley Goulding- WBBG Secretary and innkeeper 9 Cranes Inn, Seattle.**



Another area critical to attracting guests to your inn is photography. At **“Increasing Business with Great Photos,”** Marcus Berg of Unique Angles Photography will share tips on how to do just that. And, once you’ve got ‘em, you’ll want to continue impressing your guests, so learn how at **“Garnishing and Presentation,”** a session on pretty plating and breakfast enhancement led by Alan Fielding, Cameo Heights Mansion and Linda Dike, The Guest House.

Don’t forget the **vendor fair/reception** on Monday night. This will be your chance to chat intimately with the following select group of industry suppliers:

- PLC Insurance
- Comphy Company (Bed Linens)
- Heartwarming Treasures (gift baskets and amenities)
- Unique Angles Photography
- English Insurance Group
- Sail Q and S Cleaning Products
- Advanced Vapor Technologies (dry steam vapor system)
- buuteeq (online marketing).

Not enough reasons to go? How about getting together with other innkeepers for informal sharing of ideas and solving problems? How about the rest of the educational options? Check out the complete schedule and get a registration form [here](#). See you in Bremerton!





## Slate of Officers

### WBBG Announces the 2012-2013 Slate of Officers.

The WBBG nominating committee presents the following slate of officers for approval by the membership at November's Annual Meeting:

**Vice President of Marketing:** Penny Whisler, Three Tree Point B&B

**Treasurer:** Don Malatesta, The Inn at Mallard Cove (continuing for a second term)

**Area Rep Position 2** Cathy Hall  
,Reflections B&B (Kitsap)

**Area Rep Position 4** Gary Gabelein,  
Farmhouse B&B (Islands)

**Area Rep Position 6** Linda Dike, The  
Guest House B&B (Seattle Tacoma)

**Area Rep Position 8** Cindy Lonn, A  
Harbor View Inn B&B (at Large)

**Area Rep Position 9** vacant  
(Ponderosa Pine Region)

**Area Rep Position 10** Bonnie  
McCullough, Selah Inn (at Large)

**Area Rep Position 12** vacant

The Officers and the Area Representatives are volunteers who make up WBBG's Board of Directors. They meet as a group 4 times a year to lead the WBBG, including at the annual meeting. We elect the Vice President of Marketing and Treasurer in the even numbered years. Officers serve a 2 year term, and can keep their office for up to 4 years.

We also have 12 Area Representative



## Regional Meetings

WBBG is continuing our 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 fall! 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).

### Tuesday October 16, 12-2pm

**Location:** Bacon Mansion, Seattle

**Host:** Daryl

King, [info@baconmansion.com](mailto:info@baconmansion.com)

**Topic:** "Growing your B&B Business - Successful Strategies and Upcoming Ideas," speaker Ian MacPhee (Abbeymoore Manor, Victoria BC)

### Wednesday October 17, 12-2pm

**Location:** Anchorage Inn Bed & Breakfast, Coupeville

**Hosts:** Dave and Diane

Binder, [crowsnest@anchorage-inn.com](mailto:crowsnest@anchorage-inn.com)

**Topic:** "Updates in Effective Online Marketing for B&B's." speaker Jill Britt



Positions. There are no term limits for board positions, but they need to be re-elected every 2 years. One area rep, Marge Arndt (Ponderosa Pine Region), is retiring from innkeeping and will be stepping down. So, there 2 additional opportunities for regional and at large positions. Per the bylaws change in 2007, the positions should be numbered and do not need to be tied to specific regions (although from a representation standpoint we think it is best to have as many regions represented as we can get volunteers). We elect the even numbered positions in the even years, and the odd numbered positions in the odd years. Thank you again to all of our volunteers!



## In Memory

Mary Jane Creger, owner of the Guest House Log Cottages (and the longest standing WBBG member, to our knowledge) passed away at home in August. She was honored by the WBBG last fall with a Special Certificate of Merit at our Whidbey Island Networking meeting. The family held a Celebration of Life on September 15 at the Guest House Log Cottages for family and friends. The inn has been managed by her son, Doug with the help of his sister, Peggy. Mary Jane was a pioneer for the bed and breakfast business in Washington. She will be missed and we are grateful for her hard work and

Networking for Bed & Breakfast Innkeepers



## Associate Members

**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/>



**Dobay Design LLC**

**Website Design**

Sherri Dobay [sherri@dobaydesign.com](mailto:sherri@dobaydesign.com)

<http://www.dobaydesign.com/services/ppc/>



**Comphy Company**

**Quality Bed Linens**

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

<http://www.comphy.com>



## Welcome

Please welcome Josh Goldfinger  
of Vashon Island, WA as a WBBG

contribution to our industry.

of Vashon Island, WA as a WBBG Aspiring Innkeeper. You may have met Josh a couple years ago at the annual meeting. He reports that he is progressing on building his inn and looks forward to finally being open soon!

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