

# September Newsletter 2012

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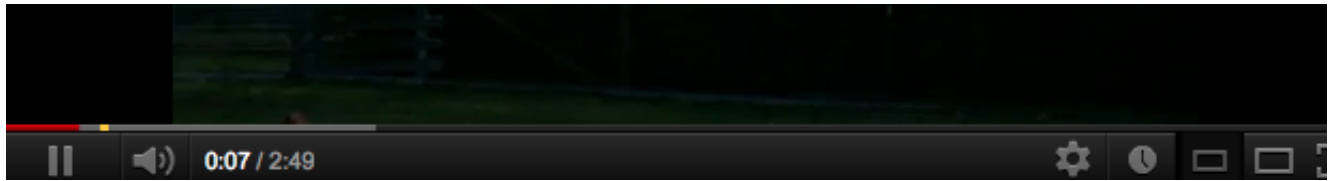
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## Meet the Innkeepers Gary & Janie Gabelein The Farmhouse Bed and Breakfast





## From the President

I am pleasantly surprised by the renewal response. Thanks to most of the Guild for responding so quickly. Julie's article gets into details, but the response has been great.

We now start in earnest working to plan and execute the best possible Annual Meeting – November 5<sup>th</sup> and 6<sup>th</sup> – as Shelley's article details. We have a great committee putting together a fun and informative two days. Your members' rate gets you \$50 off!

At the annual meeting, we will elect some key leaders. I've been asking about volunteers for the marketing slot for months, without response. We are also faced with a severe shortfall in regional representation. The Guild is your educational resource and marketing support. But, it runs (almost) entirely on members' participation. As in life, you get out of it what you put in. Many long term members tell me that they volunteered back in ---. We need your experience! Shorter term members like myself - we need your new vision and enthusiasm!

Please consider supporting your guild in

## Thanks for Renewing!

September is WBBG Dues Renewal Time. Thank you to over 60 WBBG members who saved \$50 with the Early Renewal Discount.

Is WBBG "worth it?" Here is what one member told us about the value of WBBG:

"Hey folks!! Regarding inns not renewing because they don't see the value of membership--for Boreas, I believe that WBBG attracts approximately \$7500 per year more or less. I was thinking it was more like \$10 K but that's probably high. I should track far more carefully but that's my estimate. They question the value of membership? It's a great return on a measly \$250 investment. Maybe they don't track referrals and don't need the camaraderie of like-minded crazy hard-working innkeepers... Even if they grossed \$500, it's a good return." –Susie Goldsmith, Boreas Inn, Long Beach WA

- If you have not time to renew yet, be sure to do it before the **October 1** deadline. It is easy and only takes about 2 minutes. If you have questions, contact WBBG Treasurer Don Malatesta at [treasurer@wbbg.com](mailto:treasurer@wbbg.com), VP Membership Julie McAferty at [vpmembership@wbbg.com](mailto:vpmembership@wbbg.com), or Co-Presidents Bob Spencer and Penny Whisler at [president@wbbg.com](mailto:president@wbbg.com) (253-770-6284).
- Log in now and renew: <http://wbbg.com/manage>

## Pinterest to the Rescue!



Below are links to a few

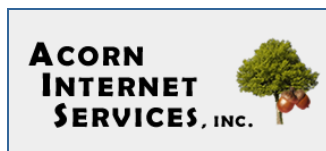
Please consider supporting your guild in one of the open roles – you will get more out of it than you put in.



## 2012 Annual Meeting Spans the Spectrum Big Picture View; Zoom in on Your Property's Needs

A local opportunity to learn where things stand in our industry, plus where you may need to direct your inn-management attention, is happening in Bremerton, WA on November 5 and 6. WBBG's Annual Meeting is chock full of sessions to help you do business better. Two examples of how you'll benefit are below:

### *Must Register by September 21 for Your Personalized Internet Marketing and Website Checkup*



What B&B doesn't do most of its marketing online these

days? Make sure that your Internet efforts are as effective as possible by getting your own personalized website wellness checkup at a Monday morning bonus session. Lisa Kolb of Acorn Internet Services will review your Internet presence in advance, then give you a report on what she finds. Priced at \$35, this additional session will pay for itself if



food blogs I found on Pinterest. Consider following some of your favorites for great new recipe ideas. Bloggers often post new content weekly, so there is always something new to try.

**Check out The Picky Palate.** I know many of you do meatless recipes...but some people just can't resist bacon.

<http://bit.ly/POzRgK>

**Heart Healthy Pancakes from Dr. Oz!** <http://droz.me/NQofxQ>

**Just a few guests?** Found this great recipe suited for small groups, 1 - 4 guests at Healthy Food for Living:

<http://bit.ly/OfxRIJ>



## 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**

[gizar3@w-link.net](mailto:gizar3@w-link.net)

**PLC Insurance**

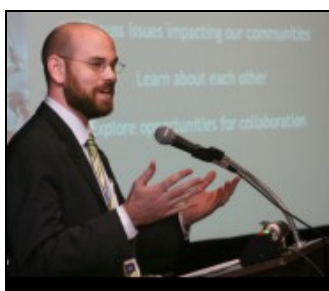
**Bed and Breakfast Insurance**

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



you do just one of the things she suggests to optimize your search placement and other online marketing activities. *Important: Personalized reports will be prepared only for attendees who register for this bonus session by September 21. Later registrants will get a non-personalized, general, but still quite useful report, which serves as the outline for the topic areas she will elaborate on.*

### **Get a Unique Perspective on The B&B Industry's Weaknesses, Strengths, Challenges and Opportunities**



Professional Association of Innkeepers International (PAII) CEO Jay Karen is in a unique position

to observe best practices and learn about the challenges facing innkeepers. His travels to B&Bs across the continent and his interaction with other travel industry leaders make him privy to never-before-seen kinds of opportunities for success-minded innkeepers. Jay will provide an unvarnished look at what innkeepers are doing that are either hurting or helping not only their own businesses, but also our entire industry. You'll leave with a laundry list of ideas on how to capture more guests and keep them coming back.

For detailed information on the program and how to register, click [here](#) now.

## **Member News**



**Welcome Sophie!**  
Congratulations to Nathan and Casey

<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>



## **Update Your Listing**

### Update Your Listing with the WBBG

Does your listing need to be freshened up with new photos and maybe some new text or maybe more text? Take a look at your listing to be sure it is current and appealing:

- Photos: We are all busy with guests right now but it's a great time to get those cameras out and shoot some unforgettable photos of your property. Shots of the outside of your inn will look their best on these summer days that will be coming to an end soon. If you have gardens, they are in their prime right now and begging to be photographed. If you're not into gardening you might have some beautiful hanging baskets or pots in full bloom that greet your guests at the door or on the deck or patio. Take a few minutes to snap some photos before the rains return. **You can add up to 14 photos on your WBBG listing.**
- Specials: With Fall approaching, now is the time to add a Special to keep those guests coming well into the new year.
- Recipes: Adding recipes is another feature that is a great addition to your listing. You can also add a photo to the recipe so remember to keep your camera in the kitchen while your preparing your guests breakfast.

That's part of your membership benefits and you can do it yourself very easily. You don't have to pay your web designer to



Nathan and Casey,  
 busy innkeepers at the  
 Swantown Inn in  
 Olympia and very busy  
 parents of three!!

### New Aspiring Innkeepers

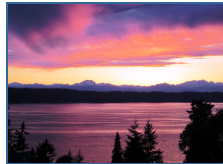
Welcome to our new aspiring  
 innkeepers: Gary and Carrol Harris  
 and their business partner Pat Ford,  
 from Woodinville, WA.

### Its All About the View



Congratulations to  
 Olympic View Bed and  
 Breakfast and Eagle's  
 View Bed and  
 Breakfast, Seattle

properties who were  
 both listed in Bed and  
 Breakfast.com !0 Best  
 Views. These inns  
 were listed along with  
 properties located in Taos, NM, San  
 Gimignano, Italy and Soufriere, Saint  
 Lucia.



don't have to pay your web designer to  
 make any of these changes for you. You  
 can do it all yourself in just minutes.



### Hot Forum Topics...

Now that the rush of summer is over, visit  
 the forum and connect with other WBBG  
 members. Share ideas, share  
 experiences and get support from other  
 experienced innkeepers.

- Internet Service in Rural Areas
- Ordering Linens Online
- Take Photos NOW!

[Login now!](#) Other innkeepers want to hear  
 from YOU!

[follow on Twitter](#) | [friend on Facebook](#) | [forward to a friend](#)

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