

September 2013 Newsletter

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September InnStep

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President's Message





The Light at the End of the Tunnel

We are nearing the moment when we will abandon the WBBG.com site that has served this community so well for the past 6 years. That site, developed by former WBBG president and long-term WBBG supporter, Nathan Allan, provided many features for the Guild. I know because I have been intimately involved in trying to duplicate those features on the new site. Unfortunately, it had become less and less supportable, and more and more expensive to maintain. On or about October 1, the new WBBG.com website will go “live.” The new site is the product of Impactive Company and will be supported by them. Those of us who have been working with the test version find it easy to work with. As with any software system, there is a learning curve, but many things are quite intuitive. The real benefits are a more inviting appearance and functions that augment search engine placement.

As with any new system, I’m certain that there will be items that will need to be fixed, modified, or amplified as this system handles the bulk of our online marketing.. Each of you has the opportunity to help us improve the site and locate issues. Please email me – bob@wbbg.com with any suggestions or observations you may have.



In the same light, we are nearing the end of the WBBG fiscal year. October 1 marks the start of another year. In early November, we will have another great annual meeting – this time at the Future of Flight Center in Everett. Julie McAferty and the Annual Meeting Committee have once again planned a super lineup of speakers, fun activities, and time to renew old friendships and make new friends. Joanne Lechner has assembled a large group of vendors for our expo so you will have a real opportunity to see what is new and touch base with current suppliers. Don’t miss this once yearly chance to further your professional knowledge and to network with others in the Guild. Sign up today!

At that meeting, you will be participating in the running of the Guild. We will elect President, Vice President of Membership, Secretary, and a slate of Representatives. We will vote on a complete overhaul of the governing documents for the Guild and for a new budget. Because these items affect your business, please consider your votes carefully and make your voice heard. Aspiring Innkeepers and Associate Members voices are welcome as we discuss every issue. Hope to see you in Everett!

Bob Spencer
co-president



Membership Renewal September 2013 Update

Thank you to the 62 innkeeper members who took advantage of the early renewal discount and renewed before September 1. Regular dues renewal is still happening until October 1.

To renew:

- Log into your WBBG.com listing using your innkeeper login and follow the renewal prompts.
- Add the WBBG widget anywhere on your website to save another \$100 per year.

Without these discounts, the dues are still a low \$399 per year, but why pay more?

If you have questions please contact:

- WBBG Treasurer Don Malatesta at treasurer@wbbg.com
- VP Membership Julie McAferty at vpmembership@wbbg.com
- President Bob Spencer at president@wbbg.com.
- You can call WBBG at [253-987-6619](tel:253-987-6619).

Member News

The Nominating Committee Needs You!

Elections will be happening at the Annual Meeting November 5. The WBBG Nominating Committee is looking for volunteers to serve on the WBBG Board of Directors. As you know, WBBG is run completely by innkeeper volunteers with the exception of our QA Advisor, Jill Britt. We couldn't do it without you! Benefits of serving on the Board include learning new skills, getting experience and ideas from other innkeepers around the state, and the satisfaction of promoting the B&B experience in Washington State.

We are looking for area representatives (1 year term) and a secretary (2 year term). If you would be

willing to serve or have questions, please contact Bob Spencer (bob@wbbg.com), Shelley Goulding (secretary @wbbg.com) or Julie McAferty (vpmembership@wbbg.com).

Welcome to Our New Members

Viewmont Manor

Welcome Betty and Glenn Cribbs, owner/innkeeper of **Viewmont Manor** in Bellingham. Viewmont Manor offers two rooms with private bath, a spacious common area for guests, full breakfast and serene gardens. Check out our newest member here. <http://www.viewmontmanor.com>




WBBG Annual Meeting

Registration Now Open for the 2013 WBBG Annual Meeting & Conference at the Future of Flight Aviation Center and Hilton Garden Inn, Mukilteo, WA on November 4 and 5. Registration includes meals, an expanded vendor trade show, workshops, and a tour of the famous Boeing Assembly Plant. Here are some highlights of 2 of our 7 scheduled presentations:

"The New Google is Taking Your Cake (and Eating it Too),"

Brandon Dennis, Technical Marketing Manager for buuteeq

Google's changes this year and last have not only dramatically changed the way B&Bs gain  online visibility, but they've also given Google a foothold into your B&Bs profits. Do you need to protect yourself from the Big G, or is Google a welcome partner? This talk explains Google's recent changes and their implications for innkeepers.

"Creating Edible Landscapes"

Christina Pfeiffer, University of Washington Horticulture Consultant

Fresh herbs, berries, greens and even fruit trees can be easily blended into ornamental plantings to offer beauty and just picked freshness to the guest experiences at your B&B. Learn how to bring the "eat local" movement to your doorstep with tips for how to choose and grow the right edibles for your site, what grows well in containers, native plants,



unusual fruit selections, and some examples of ornamental edible plant combinations.



The cost for this 1½ day conference is \$159 per person for WBBG members and \$199 for non-members.

Review the preliminary agenda and **register today** at

<http://wbbg.com/membership/2013AnnualMeeting>.



Fall Regional Meetings Aberdeen and Seattle

WBBG is going back on the road this fall! Invite a fellow innkeeper and take advantage of education and networking benefits close to home:

Monday September 30, 6:45-9pm Dinner with the WBBG Board

Location: Aberdeen, Mazatlan Restaurant

Topic: Get Your Analytics On!

Speaker: Bob Spencer, WBBG President

RSVP at <https://wbbgaberdeenmeeting.eventbrite.com/>

Wednesday, October 2, 12-2pm

Location: Seattle, Shafer Baillie Mansion

Topic: Creating Your Social Media Playbook

Speaker: Jill Britt, WBBG Quality Assurance Advisor & owner of InnConnections, LLC

RSVP at <https://wbbgseattlemeeting.eventbrite.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 opportunity!!!

"Anyone want an Ironrite mangle? I bought it at a consignment store when I started out but given my (entire) lack of skill with things mechanical, sprung for a Miele ironer when the mangle started to sound like it was strangling rather than mangling. A wise mangle person diagnosed it as needing oil, which I have, along with books and a spare cover. But I just didn't want to deal with it. Any takers? It's free."

One member needed your recommendations...

"Would anyone be willing to share what you use as a Rental Agreement or Contract for guests to read/sign, or give us ideas on how you protect yourself and establish written "rules". We have vacation rentals and have a whole different Rental Agreement, and we have a Venue Rental Contract for weddings and events, but this is a whole different "critter"."



If you are a member of the WBBG and want to participate, please contact Jill Britt at ga@wbbg.com, or Julie McAferty at ypmembership@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

<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 CO.
America's Soapmaker Since 1908

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>



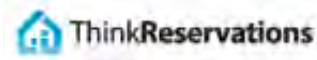
Heartwarming Treasures

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

Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

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