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Newsletter #9 June 14, 2011

The IBBA website, [www.idahobba.com](http://www.idahobba.com) is most valuable if it is fully utilized by all of its members. When you first joined, some basic details were added to the IBBA website for your business. However, to take full advantage of what the site can offer, and to best showcase your facility, you should login and update your details. If you have never done so we encourage you to login and showcase your business!

To edit your listing, add details, upload images, and check for accuracy follow these instructions:

1. Login to the IBBA website at <http://idahobba.com/innkeeper-login.html>.
2. To start updating your information click the [Edit Your Listing](http://idahobba.com/edit-your-listing.html) link from the User Menu.
3. You will be taken to a display of your basic information. Click the “Edit link” displayed at the lower left of your listing.
4. Listing changes are not instantly added to the directory but will first be reviewed and approved by IBBA Membership.
5. Please limit the Short Summary to 50 words or less, and the Long Description to 500 words or less. Our aim is to provide basic information and to direct visitor's to your site
6. The Listing form is quite long, but it is important to complete the information with as much detail as possible. If you need to stop during the process just submit the listing and come back to it later.
7. You may add up to 5 images. To keep the site consistent, please DO NOT add images with borders, text or logos.
8. Be sure to Submit before exiting the form page or you will lose your changes.

If you have difficulty or need assistance, contact Mary Kendall at webmaster@idahobba.com or (509)292-0841.

**Membership Drive 2011:** Our membership drive in April/May had great results. We are excited to welcome the following Thirteen new members for a total of Seventy Four on our roster as of June, 2011:

 Northern:

Huckleberry Tent & Cabin, Clark Fork

North Central:

 Granite Grove, Moscow

Southwest:

 Bitner Vineyards, Caldwell

 Destinations Inn, Boise

 Diamond D Ranch, Boise

 Wild Rose Manor, Caldwell

South Central:

 Albion B&B, Albion

 Bluebell Country Inn, Eden

Eastern:

 Fox Creek Inn, Victor

 Kasper’s Kountryside, Victor

Central:

 Corner Cottage, Challis

 Prairie Inn, Fairfield

 Solaas, Salmon

Don’t forget our wonderful vendor partners:

Tax Consultant specializing in small lodging tax preparation

Insurance Services

Association Alliance

Credit Card Processing

Propane Services @ small business owner discounted pricing

(If you are a member, you can access these vendor partners from the website after logging in on the membership page.) Using any of the partners services will more than pay for your association dues. You will also have access to our partners by becoming a member. By now, I hope all of our members have been contacted by our Association endorsed credit card processing company.

Our newest business partner specializes in providing propane services to small business owners throughout the state. We are contacting businesses throughout the state that you refer your guests to. Please don’t hesitate to call or email me with some of your favorites! We hope they will become travel partners or business vendors.

**2.** **PAII:** Through a special arrangement with the Professional Association of Innkeepers International, (PAII), we are able to obtain a substantial discount for a dual membership package. This has been offered to our members for only $79. For those of you who have not joined IBBA, you can join both for $144. IBBA will subsidize this dual membership by contributing $10 for all that choose to join. Dual membership in both associations can only be a win-win for our members. For those of you that are already members of IBBA that would like to join PAII, you may simply send us your check, made out to IBBA for $69 and IBBA will subsidize the additional $10 for you also.

**3**. **Annual** **Convention:** The Idaho Conference on Recreation and Tourism has offered to hold our annual convention within the state conference in May of 2012. It is the 20th anniversary of Idaho Travel Council, and will be held here in Coeur d’Alene, at the Coeur d’Alene Resort and Convention Center. We are very excited about this unique opportunity, and hope to make this joint conference the best ever! More information will be available on the website soon.

**4. “Gem” Inspections**: Many of today’s travelers want assurances that the lodging they have chosen meets industry & association standards. As an optional program for our members, the IBBA Board has compiled a set of practices that we consider a step above our current standards.

This program is available now and approved inns will be designated on the IBBA website with a “gem” icon. Please contact us if you are interested in this program. We will set up an appointment for your evaluation for this unique designation. We have a lodging specialist/consultant who will perform the evaluation. Fee $60.

**5. Inns For Sale:** A **free** bonus featurenow available with your membership is the inns for sale section of the website. Log in as a member and proceed to the “Trip Planner” page and you will see the “Inns For Sale” box in the lower right hand corner. Simply click on the box and follow the instructions to submit your listing. (Don’t forget to submit). This feature is another example of what your $75 membership can do for you! Those of you with inns for sale, who are not currently members of IBBA, this is a great advertising opportunity with membership.

**6. Second Lodging Category Listings:** If you have a specific and/or different type of lodging, for example along with your main lodge, you also have a cabin, yurt, cottage or tent cabin, you may choose to show those cabins etc., under a second listing for $25. This second listing gives your potential guests another avenue to search for your unique lodging.

**7. Hot Leads Program:** We have entered our third month of generating “Hot Leads” through the Idaho department of commerce. These are leads that we pay for through our IBBA Grant that are forwarded to our members “Hot Off The Press!” We will be sending out a template/sample to our new members with ideas regarding ways to capture these leads and turn them into reservations for your properties. Prospective travelers who have contacted the Idaho department of tourism requesting further travel information create these leads. We purchase only those leads that are related to small lodging in Idaho. You will receive them through your business email directly 3-4 times a week

**8. Grant Presentaiton for 2011:** Our Grant Administrator, Shar Scott, and our Executive Director, Tina Hough, traveled to Lewiston in May, to present our grant request to the ITC Council. The presentation was well received, and we will find out the results of our request about the first week of August. Some creative ideas and innovative suggestions for a brochure and its distribution, travel shows, SEO for our website and social media management, represented the main elements of our request.

**9. Idaho Tourism News** has posted a new item, 'Tourism Grant for Historic Preservation of a Visited Site'

 Tourism Cares, a philanthropic organization of the tourism industry, works to preserve the travel experience for future generations. As part of this mission, the organization awards grants to preserve and facilitate access to important natural, cultural, and historic sites around the world. Tourism Cares has opened the next round of $10,000 grants for six more [...]

You may view the latest post at

<http://industrynews.visitidaho.org/2011/06/13/tourism-grant-for-historic-preservation-of-a-visited-site/>

We will be conducting a survey on line in the near future for input from the membership into various aspects of the association. As we continue to grow, this input will provide the guidance we need to go into the future!

Join our great association! Our Association holds a large umbrella because we include Guest Ranches; Tent Cabins; Dude Ranches; Traditional B&B’s; Country Inns; Cottages; Guest Houses & Farm Stays. We would like to encourage all of you who are not yet members of our state Association to join, and get your business advertised on our website! **Send your check, $75, made out to IBBA, to the address below or pay on line through paypal. We welcome your involvement as we continue to grow and meet the challenges ahead!**

Brian Scott, President & Sharlene Scott, Secretary/ Grant Administrator

705 S. Zircon Lane

Coeur d’Alene, ID 83814

208-664-9650 Toll Free: 877-664-9650

**info@americancountrybedandbreakfast.com** **www.americancountrybedandbreakfast.com**