

Subject: AABBA 2016 March Newsletter
From: Mary M Rydesky <mrydesky@jarvihomestay.com>
Date: 3/19/16, 9:00 PM
To: Mary <mrydesky@jarvihomestay.com>



Greetings, AABBA colleagues-

Have you updated your AABBA page to show links to your Face Book, LinkedIn, Pinterest, and other social media? You can now! Not sure how? Attend the April 16th session for a 3-minute refresher of the steps - this is what you do each year as part of renewing your membership, and yet....those passwords do get lost. [Contact me if you need help now!](#) Gotta say, this is pretty significant. As one B&B marketing guru says, "Your website is no longer enough!" AABBA can help you link and that helps your Google / Bing / Yahoo rankings - *stay in front* of the travelers.

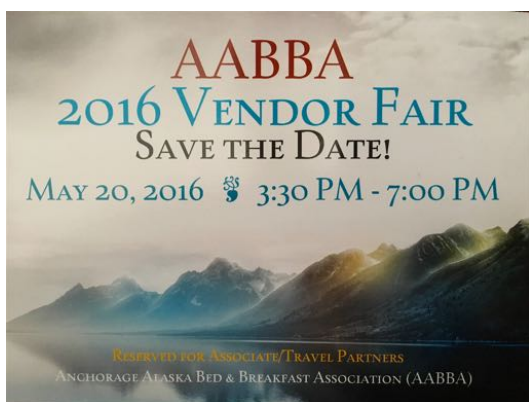
More big news: a **new website for AABBA** is being developed. This will take many weeks/months, but we will have a new look this year. Fair warning: you might want to get modern photos taken to update the ones you now show on the AABBA site, and also, start revising your write-up. If you get this done before the season goes to full tilt, the deadlines will be a breeze!

We have an amazing schedule from now till Memorial Day - please put the dates on your calendar to take full advantage of everything designed to help you get updated and prepared for the guests. Block time for the **AABBA Vendor Fair** and get all your rack cards and information on B&B deals on May 20th.

BBA (the state-wide group) meets April 8 - 10 - want to hear the speakers you normally have to travel to the lower 48 to meet? The Spring Conference is in Palmer - you could drive home daily if you wish.

Are you still reading? Super! You will be among the first to know of a new member service for AABBA: we have an agreement with AVIS to be able to offer our registered guests **discounted rates on rentals!!** AVIS will appear on the A/TP page as a Travel Partner and you can provide guests with a discount code when they finalize their bookings.

---Mary M Rydesky



[Register for the Spring Conference](#)

These small buttons take you places. Click to learn where!



Greetings and Goodbyes

The AABBA Board is saying hi and bye to several members. **John McKinnon** of Fireweed Manor has reluctantly stepped away due to his 'other' job, on the



AABBA Offers the Public... So You Want to Host a B&B?

public invited | coffee | discussion &
questions | mentorship
- all members welcome -

bring a friend who has a B&B dream

please [RSVP](#)

Apr 30 at Steam Dot Coffee
O'Malley & Old Seward

APD. Sergeant McKinnon, keep Anchorage safe, and step back in when you can! Thank you for all you have done for the AABBA and stay near!

Caroline Valentine has agreed to pick up John's duties with Website/PR, and her recent experience with development of her B&B's new website prepared her to help keep ours on track. Thank you Caroline, for your willingness to do this.

Joyce Hughes takes on the role of Vice President for 2016. The VP chairs the Program and Education Committee, which plans and organizes speakers and activities for general membership meetings and special events. Joyce, the planning & operations skills you have honed are greatly appreciated by AABBA.

You can be an **active participant** without a title and in a task that does not command all your spare hours.

That is why AABBA asks which committees you prefer to support - remember that questions - part of your annual renewal? Please take the first step - call to see which Board member chairs your area of interest and offer to lend a hand.

Who is volunteering to....

- plan and staff the Frontline Trade Show?
- The send invitations to the 2016 Vendor Fair?
- To call members who do not respond to RSVPs?
- To carpool to the BBAA Conference?
- Set up the 2016 Tour of B&Bs?

Maybe that would be you! [Drop me a note](#) - and know how wonderful it is when you say "I will!"

Really, Have You?

(met with your AABBA volunteer group, that is!)

What did you select as your volunteer areas when you renewed for 2016? If your organizer has not reached out to you yet, [let me help get you connected now](#). All hands make it possible to move forward!

I deeply care and hope that we will remain united and caring toward one another. Let's see what we can do TOGETHER!



Events

March 26 Pinterest 9:55 AM

April 8 - 10 BBAA (state association [Spring meeting](#)) Palmer, AK

April 16 Meeting - Hotline Revitalized!
11:00 AM - 1:00PM ([RSVP](#))

April 30 Coffee Hour for Aspiring B&B
Hosts 9:30 AM

April 30 - Muni Bed Tax is due

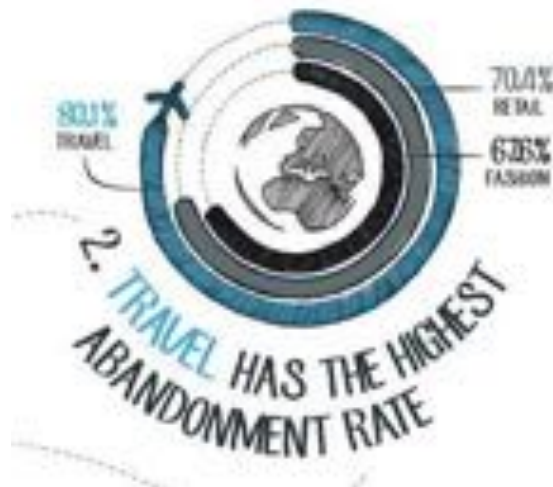
May 7 Board Meets, all members welcome
9:55 AM ([RSVP](#))

May 12 Frontline Trade Show 10 AM - 2 PM Egan Center

May 20 - AABBA Vendor Fair 3:30 PM
-7:00 PM 2610 E Northern Lights ([RSVP](#))

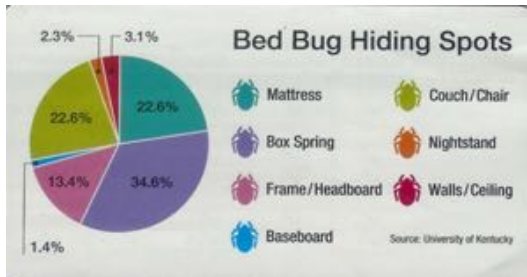
July - *Visit. Eat. Chat.* (B&B Progressive Dinner) - TBA

[Contact for details](#)



And now, for the bad news. They are in town. Believe it! A site that claims to [help travelers by reporting bed bug](#) incidents shows 43 entries for Anchorage! But read carefully - they report when an inn/hotel is bed bug free, too so 43 includes the ones we hope to read.

Do you know what to do - how to prevent, check for, and eliminate the pests? See what the [EPA advises landlords](#) to consider. Have other good resources? [Send them](#) for upcoming issues!



Should AABBA hold a **Seminar on Bed Bugs?** Let us know when you complete the [next RSVP](#) - the one for the April meeting. We will discuss a date & time when we meet April 16th.

Did You Know?

- **Webstats for the AABBA page record visitor interest in your own B&B.** In 2015, each inn had, on average, 14,924 appearances in the rotations of B&Bs. From these, an average of 9% converted to a view of a specific B&B's page on AABBA. That's 1481 views! So far (YTD) in 2016, the average has been 336 times chosen from 3636 rotations, or 9% conversion. So what? Use these figures to compare your page's performance. Visit your Members Info page, log in, get your numbers, and compare to the averages. Are you above? Below? What does your page need to get additional viewers?

Here are the definitions you need: **Inn Listing Counts** are the number of times your property has been displayed on the site as a listing. This could be the 'locate an inn' result, 'amenity' search results, 'name' search results, etc. The listing is visible to a visitor, but may not be chosen (clicked on) to go to the detail page, which is your page with the 3 photos). So the count occurs every time the listing is displayed, not including the inn detail page. **Inn Page Counts** are the number of times your B&B's individual detail page has been seen. It is helpful to track how many times visitors make the selection to see your page - that is a 'conversion.' If you want to increase your conversion rate, what might you do to update and accentuate your page?

- **Frontline and Vendor Fairs** - May is the month to get stocked with rack cards and fliers - and getting these at thee events gives you face time with the vendors. *Are you giving them reminders to refer to AABBA Hotline?* The Hotline cuts your workload when a potential needs more rooms than you offer, or when they have special needs (pets, kids, accessibility, gluten-free....) or when your calendar shows you are full. **Share 907-272-5909.** We will fill our rooms by being part of a bigger group that markets and promotes us all: support the member services that make you more visible to travelers!

- Writing fresh stories for the Internet - **blogs** - does more for the visibility of the AABBA website than anything else we can do. Please, Member - write several paragraphs about an event, a moose, the weather, the ice sculptures, maybe even take a few pictures and send your draft to Mary. I will do the techy stuff if you will be the 'reporter' who jots down the story. You will get a back link to your B&B website = a valuable payment with no tax implications.
- The BBAA, **Bed & Breakfast Association of Alaska**, our statewide association, is meeting April 8 - 10 in Palmer, AK. Want to hear national speakers? According to president Karen Harris, "confirmations from BedandBreakfast.com, Booking.com and Expedia that they will be attending and presenting again. It's likely that TripAdvisor will be attending, as well as several reservation software companies, too."
- AABBA is scheduled to have an open **coffee for Aspiring Innkeepers** on Saturday, April 30th at Steam Dot Coffee on Old Seward. & O'Malley (near Firetap) Have you conversed with any one who is contemplating opening accommodations? Put them in touch - send in their contact information and your name to receive an email invitation. And members, come along for coffee, too. Share your knowledge!
- **Are you getting the email you should be getting?** Have you checked your email settings regarding white-listing and black-listing certain email?

Email whitelist - An email whitelist is a list of IP addresses that you deem are acceptable for sending mail to your domain and should not be labeled as spam. If you notice that legitimate emails from specific contacts (like AABBA, MailChimp, SurveyMonkey) are incorrectly marked spam, you can whitelist the contact's IP address. Once you whitelist the IP address, message originating from this IP will no longer be marked spam.

Email blacklist - An email blacklist is a list of email addresses or IP addresses that you want to block from sending mail to your domain. Administrators can block certain domains or users. **If you accidentally or intentionally marked an AABBA email as spam in the past, you may be getting NOTHING** - until you whitelist AABBA, SurveyMonkey, and MailChimp!

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Members of the AABBA as of 12/2015

Our mailing address is:

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Jarvi Drive
Anchorage, AK 99515

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