

AABBA December 2015 Newsletter

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Greetings, AABBA colleagues-

As we draw to the end of 2015, it is time to reflect on the year's many accomplishments. Looking back, I wonder what more I can offer that would be of value to individual members. The annual survey may help answer that question - but for now, I have settled on just one: publishing a monthly newsletter with news, tips, and links to educational items of importance to inn keepers.

Earlier this month, a trial issue was emailed and 60% of the recipients opened it. That gives me confidence that this communication avenue may find favor. In future editions, we will link to Annie's minutes, Laura's financial reports, Heather's membership news, Terri's community service drives, Cliff & Sheila's reports, Hotline news from Krista & Zack, PR schedules and tips from John, features on digital marketing, and more.

Please let me know what you would like to see, and whether a newsletter is beneficial to keeping you informed!

---Mary M Rydesky



These small buttons take you places. Click the green one to go to the AABBA website.

The others go to social media - Face Book, Pinterest, LinkedIn, Twitter to be exact. The final button is a way for members to email AABBA's President.

Should we be on Instagram too?

How many results do you get if you search YouTube for "bed breakfast Anchorage Alaska"? Answer: about 658! And which one has had the most views? It is one of our AABBA members!

Seven of the top 12 most viewed are about our "Inspected & Approved" B&Bs

AABBA Board Retreat January 9
2016 at A CityView B&B
Noon 'til Five
- all members welcome -
please RSVP



On which page of the AABBA website does this image reside? If you know and are a member of AABBA, you qualify as a winner! Contact the president with your answer and mention which newsletter you were reading (by naming the month!)

Did You Know?

- When renewing your Muni permit, you can pay by credit card. But beginning January 2016, you will be assessed a service charge if you do! The amount was not yet announced at the time of publication of this newsletter.
- ATIA has a "GREEN" program called Alaska Green Adventure to support sustainability in the state. To become certified, see the [ATIA site](#) for details. One requirement, "The business is a member of a tourism or community trade association" might be met by current AABBA membership.
- Bed Tax payments are due April, July, October, and January on the 30th. To learn about the regulation, click [ROOM TAX](#). The [form itself](#) can be accessed and with a right button click, saved to your computer. Time saver idea: print one and complete the year and other sections that never change. Now make four copies and attach to your calendar for attention on the 15th of each submission months.

- [Follow this link!](#) Did you read what AABBA members said in review of the Association's 2015 services and activities? The responses are anonymous. You can see results as graphs or as tables of data. followed by comments.

Did not participate yet? Click here to [enter your answers!](#)

- Did you know the new recommended length for a blog post is 2000 words? How things have changed! But the request for a blog of any length penned by you is timeless. Got a recipe or travel topic or other content that interests B&B guests? Submit it for editing and coding: you will earn a link to your B&B web page and identification as the author.

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Members of the AABBA as of 12/2015

Our mailing address is:

Transition Management / Jarvi Homestay
Jarvi Drive
Anchorage, AK 99515

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