

AABBA 2016 February Newsletter

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Greetings, AABBA colleagues-

February is supposed to be wintry, isn't it? I think we should invite lower 48 guests to visit us in BALMY Anchorage.

As you freshen rooms for the coming season, set aside worn towels and linens for the Association's collection. The Rescue Mission appreciates these items and will take partially used soaps and other supplies, too. So set aside a recycling box for personal hygiene items over the summer, too.

We have a number of events coming up in short order. This coming Saturday, we have the meeting room at Kaladi's on Brayton for an impromptu education session. If you can attend on short notice, please do. Bring your laptop if you want to work along. This will be a replay of the information presented on **SEO (search engine optimization)** by our current website host. While that sounds terribly geeky, even Forbes Magazine is writing about it! Here is why it is valuable to you: if you don't know about the things required to get a website noticed on search engines such as Google, or if you have not updated your website in the last 6 months or so, you stand the change of losing visibility to travelers! This session will give you ideas on what to do (or what to ask of your web master.)

If you would please [send me an email](#) or text me at 907-227-2393 by 2 pm Friday afternoon I would appreciate it. If the topic is of interest to no one, we can free up the room for use by other groups.

Thanks for responding earlier if possible! The kindness of a note or text is a pleasure to receive!

An Issue of Importance

Our association website is amazing. It has functioned well for us for more years than most and it has brought a great deal of focus on our members' B&Bs. If you want proof, look up your numbers for your B&B's page on the association site! Your B&B received between 157 and 258 views since January 1. And this is in the low part of the year statistically speaking.

But it is getting more and more difficult to maintain the site. The software is very old and the coding breaks easily. It is time for a new look and design using new tools. We are currently looking at bids on a site that will offer visitors the ability to find B&Bs by location, amenity, and name. Google maps can make the location view more current. And of course, we want a calendar and reservation system that will let a viewer pick a B&B and immediately book on your reservation system.

A newer site should be easier for us to maintain. At the same time, we require a secure host and oversight so that it is protected against cyber crime. With the number of images and pages we have, this site requires some serious storage space! We have covered expenses and still saved funds by doing most maintenance locally - a new site that can be budgeted without extra cost is the aim.

Watch for reports as the research phase moves along. Be thinking ahead: you may want to call a photographer about new images that are professional for posting on a new site. (We have an Associate Travel Partner -Sam Wasson- you might consider for the job!)

Got ideas? Come to the Board meeting and discuss them. Let's see what we can do TOGETHER!

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





Resources You Can Download
from our [Member Page](#)
(you need your password)

Bylaws of AABBA
Newsletter 2015 Introductory Edition
Newsletter 2015 December
Your Information and Reports
AABBA Gen Minutes+ 2015 Dec
AABBA Inspection for 2016
B&B Renewal Form + Instructions for 2016
Hotline Schedule Through 2016 April
Starting Up Your Webervations Account
Calendar 2015 for AABBA
Using Webervations-Ideas from Minnesota
Using Your Webervations Calendar for
Hotline
Hotline Manual 2014 - 2015

Beware of phone scams. If you think you have a booking request from a scammer, ask! Your colleagues are quite likely getting the same or similar calls.



AABBA Offers the Public...,
So You Want to Host a B&B?
public invited | coffee | discussion &
questions | mentorship
- all members welcome -
please [RSVP](#)
April 30th at 12100 Coffee &
Communitas, 12100 Old Seward

IMPORTANT DATES

February 27 SEO for B&Bs ([RSVP](#)
by the 26th) 9:55 AM
March 5 Pinterest for B&Bs 9:55
AM
March 26 Board Meets, all
members welcome 10:30 AM
April 8 - 10 BBAA (state association
Spring meeting) Palmer, AK
April 16 Meeting - Hotline 11:30 AM
- 1:30
April 30 Coffee Hour for Aspiring
B&B Hosts 9:30 AM

Did You Know?

- Renewals and inspections are 99% complete for B&Bs and the A/TPs (Partners) are nearly there. Any A/TP that has yet to renew this month will 'go dark', meaning their listing will not show on the AABBA website. For B&Bs, renewals and inspections keep the web listing live. Check [AABBA's site](#) to discover what new A/TPs have submitted applications!
- You can post pictures and travel ideas to the AABBA Face Book page, Pinterest boards, LinkedIn, and Twitter! If you use of these, make it a habit to check our content and add to it!
- How about a coffee klatch with B&B hosts in your area? Think about getting together program and agenda-free. Call four or five other B&B hosts, put on the coffee, and spend an hour. Its a great way to tour and exchange ideas!

great way to tour and exchange ideas:

- Want a better ranking for your website? Writ content! Adding travel ideas, recipes, other positive stories for travelers requires a little time but no dollars. This act does more for the visibility of the AABBA website than anything else we can do. If you write for the AABBA site, you will get a link to your B&B website - a valuable payment with no tax implications - and one more reason for Google to consider you up to date and active.
- 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 April 30 at 10200 Coffee & Communitas on Old Seward. Have you conversed with any one who is thinking about opening accommodations? Put them in touch. And members, come along! Details when you inquire!

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Members of the AABBA as of 12/2015

Our mailing address is:

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