

AABBA January 2016 Newsletter

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Greetings, AABBA colleagues-

The Planning Retreat invested much time and energy in establishing direction for 2016. Top on the list: website renovation, and Hotline revisions. New member recruitment and! membership service. A/TP relations, innkeeper education, and aspiring innkeeper orientations. Your input on the 2015 Satisfaction Survey was instrumental in guiding the discussion- you had much to say on what works and what needs upgrading!

Want to see the 2015 Satisfaction Survey Report? [Click to see the responses](#) of 72% of the members.

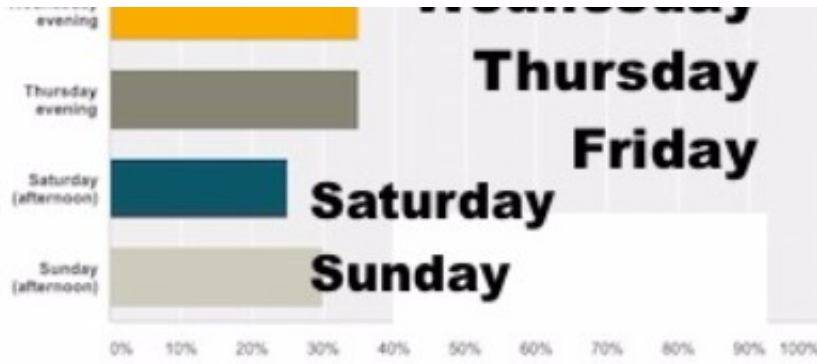
Here is the response about when to meet. Weekdays were posed as evening meetings and weekend meetings were afternoons. What shall we do?

---Mary M Rydesky

In 2016, when would you prefer to meet?
Check as many choices as would work for you. Add comments to clarify.

Answered: 20 Skipped: 3





AABBA joined AIHP, the Association of Independent Hospitality Professionals in January. This organization is dedicated to advocacy, networking, and education. Sounds like our own mission, but on a much larger scale. They are offering a discount to innkeepers who join, reducing the annual dues by 25% - use this code: AIHPSTATE25

AIHP steps into the space once held by PAII, giving a national presence for our profession. Check their [website](#) for more details!



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

When to meet as an Association remains as difficult to solve as a Gordian Knot or Rubic's Cube.



AABBA Offers the Public...,
So You Want to Host a B&B?
 public invited | coffee | discussion &
 questions | mentorship
 - all members welcome -
please [RSVP](#)
 Jan 24 at a coffee shop tba



The AABBA Board scaled a peak in early January, meeting to review members' input and direction for 2016. A City View's owner, Laura, graciously hosted the all day event. As minutes and reports are finalized, all will be available on the Member Maintenance page of the AABBA website (the one you reach with your password...contact Mary if it has slipped from memory!)

Based on results of the 2015 Satisfaction Survey,

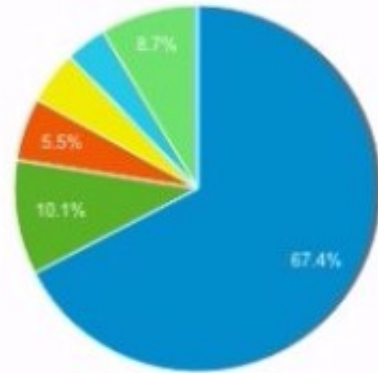
As an association, what do we do well? This quote comes from a member's Survey input: "I love the networking opportunities and the conversations with other members. I think the trainings have been good and very helpful. I think the Board and leadership is strong, motivated to serve, and is doing a great job. I belong to the association because a) It was a huge help to me as I was getting off the ground. The mentorship was/ still is valuable. I will always be loyal to AABBA. 2) The training and TA are valuable, as is 3) the opp to talk with others about principles, practice and problems. We all want to help each other. The spirit of "all for one and one for all!" is strong with AABBA."

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

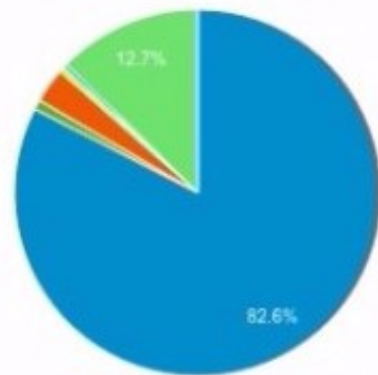
Visits by Country



Jan 1, 2015 - Dec 31, 2015



Jan 1, 2014 - Dec 31, 2014



Did You Know?

- Bed Tax Time - payments are due January 30th.
- Interested in knowing more about the mysteries of SEO and how your website gets pushed up or down in the search engine lists? ABBA's educational seminar of the month was set for 30th at Kaladi's but the available time was just too tight. New date: February 6th. Seating is limited to the first six who sign up! Watch for a Survey Monkey this week, and if you do not get it, [email me](#). The content was developed by national experts; the discussion will be local and plain speaking.
- Bed bugs are a serious problem in Alaska. KTUU did a [news piece](#) recently - one you might want to see. Is it time for us to have an educational session on this plague?
- Writing fresh stories for the Internet 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 'stronger'! You will get a 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 this Saturday, January 23rd 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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